



**Market and Coastal
Towns Initiative
for Cam, Dursley and District**
Community Strategic Plan 2005
Working towards 2020



Vale Vision

COMMUNITY STRATEGIC PLAN

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Chairman's Statement

In 2000 the government's White Paper, 'The Future of the Countryside', suggested a number of means to secure in the coming years the rural areas of the country as places to live, find work and enjoy leisure time. In particular the role of small towns was emphasised as a key factor for reinvigorating the economic and social life in and around these settlements.

As a response to the White Paper, in the South West, the South West of England Regional Development Agency, together with other regional organisations, took the lead in establishing the Market and Coastal Towns Initiative (MCTi), by which the communities in small towns and their surrounding parishes would co-operate to produce a Vision of how they would like the area to develop in the next ten to twenty years, and then put together a Community Action Plan for the future to start the process of translating the vision into reality.

Following the outbreak of foot and mouth disease with its consequent effects on the rural economy and the large scale manufacturing job losses in the area, Cam, Dursley and the surrounding district was chosen as one of the seven Gloucestershire towns to join the MCTi. Events were held for all the community where people were able to reach agreement on the problems facing the area, but also on the strengths of the town and the surrounding countryside that presented opportunities for developing a future that would lead to the fulfillment of the community vision. It was agreed to establish a community partnership, Vale Vision, to take up the initiative.

Working Groups of people from the community were set up to look at these areas in more detail, and come forward with priorities for action and where possible identify projects that would carry the work forward. A Steering Group of the chairs of the Working Groups, together with others who could make important contributions to the Plan, has co-ordinated the work of the Working Groups and ensured that the community was informed and consulted through further events and communications.

Vale Vision has drawn on consultants with specialised knowledge in rural development, and has also enlisted the help of officers from the Gloucestershire Market Towns Forum, local authorities and the SWRDA in producing the Community Plan. This Community Action Plan has been produced after many months of effort and hard work by local people, and represents the community's view of the current concerns facing the area, its aspirations and priorities and the projects to realise them.

This Plan is not a static document: many of the projects still need to be put into final form; circumstances will change and the original plans may have to be revised. Indeed a major need is to think carefully about the sort of organisation, which can most effectively take the Plan through the next ten to twenty years.

As Chairman of Vale Vision, and on behalf of the Steering Group, I am pleased to present this Community Action Plan, and must thank those many people who have made their contributions with time, energy and enthusiasm. This great community effort has produced what is the first necessary step towards a vital, viable and prosperous future for the people of Cam, Dursley and district.

Geoff Wheeler, Chairman, Vale Vision
April 2005

Summary of the Plan

The Market and Coastal Towns Initiative (MCTi) has given the Vale Vision area a unique opportunity to plan for its future. This, our first Community Strategic Plan, puts forward projects and programmes to guide the successful development of the community over the next ten years up to 2014. The area covered by our Plan consists of Dursley and the parishes of Cam, Coaley, Slimbridge, Stinchcombe Nympsfield, Uley and Owlpen.

In the past the area was famous for the wealth of its woollen industry, which survives now only at Cam Mills and was largely replaced during the nineteenth and twentieth centuries by manufacturing companies such as R A Lister, Mawdsleys and Bymacks. These industries have, in their turn, declined or moved elsewhere and many people in the area now travel some distance to find suitable employment. If our communities are to continue to prosper we have to ensure that the local economy is healthy, that our environment is protected and that there are adequate public services for all sections of the community.

The centres of Cam and Dursley need to be improved if they are to be attractive places for people to shop and facilities for all ages in our community have to be improved particularly for the young and the elderly. Of particular concern is the provision of social housing and affordable housing.

The good news is that our area is an attractive place to live, the population is growing and there are substantial proposals to invest in the area.

The development of the Lister Petter site, extending along the valley from Dursley into Cam, will bring considerable improvements to the area, providing much needed family and affordable housing together with opportunities for attracting new companies to the area. We believe that development of the site at Draycott should be brought forward to provide space for new businesses. Our Plan also proposes that efforts be made to support *local* businesses and to ensure that the *local* workforce has the skills required to take up the new jobs that will be created.

We propose to work with the District, town and Parish Councils to improve the centres of Cam and Dursley which provide the focus of the community and in doing so to encourage tourists to visit the area. We recognise that Cam and Dursley, sited along the valley of the Rivers Ewelme/Cam, are historically distinct but are now inextricably linked in terms of these challenges.

The wonderful natural environment of the area is one of its greatest assets and we propose to work with the Stroud Valleys Projects and the community to maintain and enhance its quality. We also make proposals to secure the future of the best of the built environment and heritage that we have.

The Plan proposes specific projects to help the older members of our community, the young and the disadvantaged to live a full life. One area of particular concern for these groups is the provision of public transport.

Although the focus of the MCTi programme is mainly on the 'market town' functions of Cam and Dursley, it is important that we maintain and improve the links with the surrounding parishes. Chapter 6 suggests a number of projects which should benefit the rural areas.

We have consulted widely in the preparation of the Plan and, while we may not have been able to identify every issue affecting our community, we do believe that we have identified the key ones.

If the community works together to address these issues, we believe that the future will be bright for the Vale Vision area.

Vale Vision Community Strategic Plan

1 *The MCTi and Community Planning*

What is the Market and Coastal Towns Initiative?

- 1.1 The term 'market town' refers to towns in rural England that have traditionally hosted an agricultural market. In recent years the description has been extended to include seaside resorts, fishing ports, and towns at the centre of mining and farming communities. These towns have an important role to play in meeting many of the needs of local people including employment and access to a wide range of retail, leisure, professional and public services.
- 1.2 The Government's 'White Paper', called 'The Future of the Countryside', published in November 2000 sets out a range of measures to help to secure the future of the countryside as a place to live, work and for leisure. The Government is particularly concerned to maintain and enhance the role that market and coastal towns play in keeping the countryside alive. The 'White Paper' addresses the many changes impacting on such towns, such as the decline in manufacturing, agriculture, fishing and mining.
- 1.3 Part of the Government's strategy involves local communities working with local authorities, local businesses and development agencies to review, consolidate and expand the role that market and coastal towns play in the socio-economic fabric of the countryside, to prepare plans to secure the future of their own towns and the surrounding parishes and to build up the skills necessary to make these plans a reality.
- 1.4 To assist this process the South West of England Regional Development Agency (SWRDA) has created a partnership of regional agencies, called the 'Market and Coastal Towns Initiative' (MCTi), comprising the South West of England Regional Development Agency (SWRDA), The Countryside Agency, English Heritage, the Government Office South West (GOSW), the South West Regional Assembly, the Housing Corporation, Lottery Funds South West and the South West Area Network of Rural Community Councils (SWAN). This partnership has now evolved into an Association of agencies and towns involved in the MCTi process in the South West.

What is a Community Strategic Plan?

- 1.5 A 'Community Strategic Plan' is a plan prepared **by and for** the community which looks ten, twenty or thirty years ahead and includes proposals for the community's future, based on sensible principles of social inclusion and sustainability. In the Community Planning Process the community works with its local authority, central government and private sector partners to plan and promote the future well-being of the community. The Local Government Act of 2000 placed a duty on Local Authorities to prepare Community Strategies and in Gloucestershire this is happening at County and District level. Towns and Parishes will in turn prepare plans that contribute to and reflect the wider area.
- 1.6 A Community Strategic Plan should help to ensure that the community is actively involved in influencing decisions on all aspects of its future, especially about local services, projects and programmes which affect people's lives. Health, education, the economy, transport, safety and the environment are all key concerns of local people.
- 1.7 The Plan does not have to be submitted for approval to anyone other than the community. Nevertheless, those organisations from which financial support may be sought for a particular project, will wish to understand how it reflects the overall plan and how it is justified, as well as the benefits it will bring to an area. Not being a 'statutory' document, there is no prescribed form or content for the Plan, so the Plan may deal with any issues that concern the community at a particular time, whilst leaving issues that do not currently concern the community for consideration when the Plan is reviewed at a later date. The Plan has no finite life and can be reviewed at any time.
- 1.8 A Community Strategic Plan should:
- Help the community take responsibility for its own future
 - Encourage the community to become involved in its future
 - Help ensure that the community influences projects and programmes rather than being influenced by them
 - Keep pressure on those responsible for delivering projects and programmes to deliver on time and on budget with clearly measurable outputs
 - Provide a yardstick against which communities can measure new projects before deciding whether or not they want them
 - Allow the community to undertake projects at its 'own hand'¹
- 1.9 In the case of Vale Vision, we have produced:
- The Community Strategic Plan (this document)
 - A 'Healthcheck' which details the current situation in the area
 - Details of the other Plans and strategies we have used in preparing our Plan
 - The names of the members of the Steering Group & Working groups
 - A consultation scrapbook recording the key events involving the community

¹ MCTi Resource Book

How have we worked together?

- 1.10 Vale Vision is a community led initiative, set up as part of the Market and Coastal Towns Initiative, to work with the communities in Cam, Dursley and the surrounding parishes to produce a Community Strategic Plan that will help to turn our vision of a healthy, prosperous and fulfilling community into reality. We received £65,000 from the Market and Coastal Towns Initiative, principally to employ support to help us to prepare our Plan and to support small 'Quick Win' projects.
- 1.11 The Vale Vision Steering Group, which has led the plan making process, includes residents from Dursley and Cam and the surrounding parishes. The Town and Parish Councils have been kept informed and consulted with regard to their own plans and requirements. However many other local people, local groups, businesses and services were involved in developing ideas that have come together in The Community Strategic Plan? Individuals in the community as a whole have been able to participate directly in preparing and agreeing the Plan at the various stages of its development.
- 1.12 The Steering Group set up specific working groups, comprising local people interested in particular aspects of the future of our area. The working groups set out to identify particular problems and opportunities facing the community in the areas of health, employment, leisure, transport, environment and sport, as well as focussing on the particular needs of older and younger people.
- 1.13 The Community Strategic Plan making process was divided into three stages:
- Stage 1** – Comprised a '*Visioning Event*' and consultation with the local community to create a 'vision' for the Vale Vision area that would inspire and guide the area's regeneration.
- Stage 2** – Involved the preparation of this **Community Strategic Plan** for the area. The Plan includes specific projects, programmes and activities that should help to achieve the overall 'vision' for the area. This Plan now requires community acceptance.
- Stage 3** – In Stage 3 the projects in the Community Strategic Plan will be implemented, based on the MCTi process whereby private and public investment in the area will be sought from many sources, in line with the community's aspirations.
- 1.14 Funding the projects that the community wants to see go ahead may well require some redirection of Gloucestershire County Council and Stroud District Council's local investment plans and the pursuit of funding from other agencies and the private sector. Change will not happen overnight; it will develop over the years. It will involve all sections of the community, and many different organisations and agencies.

How did we consult the community?

The Plan has evolved since December 2002 when the MCTi was launched locally. It is based on bringing together data and opinions drawn from:

Surveys

1.15 Even before the MCTi programme the Vale Vision area had a long history of surveys and public consultation, primarily by the local authorities.

Examples of consultations that took place include

- Dursley 2000 - a development plan prepared by the Civic Trust
- Dursley Town Appraisal of 1993
- Dursley Town Poll
- Cam Parish survey for a healthy living centre
- Cam environmental surveys developed by Cam Parish and the Stroud Valleys Project
- Dursley town centre vacant premises audit, Stroud District Council, 2001
- Dursley town centre environmental audit, Stroud District Council, 2000
- Annual Retail footfall survey, Stroud District Council
- Dursley retailer survey commissioned by Stroud District Council, 1998
- SRB 4 market towns initiative, Gloucestershire RCCI, Stroud District Council, 1996
- Dursley household telephone survey, 1999 (re proposed new supermarket)
- Cam and Dursley employer survey commissioned by Stroud District Council, 1999
- Cam and Dursley community learning conference 2000, Stroud College and ACET
- Dursley retail marketing initiative 2001 Gloucestershire CC, Stroud District Council, Regional Development Agency
- SDC towns and communities workshop - Stroud District Council best value 2001
- Sure Start consultation

These studies and surveys have provided a useful insight into what is happening in the area and we have tried to build into our Plan the relevant conclusions from this work.

Awareness days and Public meetings

1.16 In order to identify the key concerns of local people and their ideas for improvements, we held public meetings and asked for people's views through surveys on the streets of Dursley and Cam. We also held open and well publicised 'Awareness' days in both Cam and Dursley in 2002 and 2003. These meetings lasted for a morning and were open to any member of the public. We carefully recorded the views and ideas expressed at the meetings and have considered them when preparing our Plan. (See CD for records)

1.17 We held three meetings, in January 2003, May 2003 and in September 2004, with the agencies, community groups and individuals with whom we need to work in partnership, to find out what these people felt should be the priorities for our area and what their organisations were already doing, or proposing to do in the area.

- 1.18 In February 2004, we held a public meeting to which local people and community groups were invited to tell us whether the priorities we had by then identified were consistent with local views, prior to taking the Plan further.

Working Groups

- 1.19 It was not possible to discuss every topic in sufficient depth in large public meetings. Our Working Groups had the specific task of considering in detail one particular aspect of the Plan and feeding back their ideas and proposals to the Steering Group. The Working Groups included:

- The Environment
- Healthy Living
- Business and Tourism
- Sports, Culture and Leisure
- Youth
- The Elderly
- Transport
- Education

- 1.20 Although each Working Group was chaired by a member of the Steering Group, they were also open to any member of the public with an interest in the particular topic. Representatives of organisations expressing a particular interest in the topic being discussed were included on each Working Group. The Working Groups met as often as necessary to complete their part of the Strategic Plan. In practice it was sometimes difficult for some groups to maintain momentum and attendance at meetings over an extended period of time, having identified their priorities fairly quickly. In these cases we have relied on other methods in developing those priorities and project ideas.

The Steering Group

- 1.21 The Steering Group comprised up to fourteen members with representation drawn from the general public, the Town, Parish, District and County Councils, health and education bodies and the churches. The Steering Group has met frequently and has overall responsibility for delivering the Community Strategic Plan in the MCTi context.

This broad representation has allowed us to build working relationships with other organisations in the area, such as the Town, District and County Councils, the Primary Care Trust, Police, Schools, Gloucestershire Rural Community Council, Gloucestershire Market Towns Forum, the Learning and Skills Council and the Local Strategic Partnership. All these contacts and relationships have been invaluable in building up our picture of the needs of our community and will be vital when we come to implement our Plan.

Press Articles

- 1.22 We have sought to keep the general public informed of the progress of our Plan by regular articles in the local press and on Radio Gloucestershire.

The Parishes

- 1.23 Without a thriving hinterland market towns would not, by definition, exist. An important part of our Plan making has been the inclusion of the parishes surrounding Cam and Dursley, as they are, or should traditionally be, important consumers of the products sold in Cam and Dursley and users of the services provided.
- 1.24 It is clear that much of the historic linkage has been lost in the age of commuting, but we value input from the parishes about the future development of Cam and Dursley and we endorse the work being carried out locally to develop parish plans and community projects. We have worked closely with Stroud District Council Community Development officers who are managing the parish plan process, to ensure that the key results of the parish plans can be integrated with our own Plan and its ongoing development. Representatives of some of the parishes are also members of the Steering Group or Working Groups.
- 1.25 Whilst our Plan deals with both 'rural' and 'town' issues and the strategic issues affecting rural areas, such as affordable housing, access to healthcare and transport, Chapter 5 – 'The Parishes' deals exclusively with local parish issues and projects identified by the parishes.

The Issues

- 1.26 The processes noted above enabled the Steering Group to draw together a wide-ranging list of issues, ideas and proposals that provide the foundation of this Plan. They are detailed in Chapter 4 – 'Where are we now'.

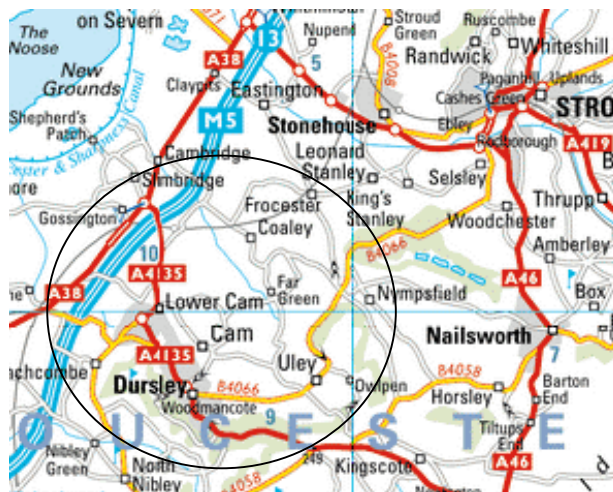
2 The Vale Vision Plan Area

Location

- 2.1 The Vale Vision Plan Area extends from the hills of the Cotswold scarp down to the Severn Vale following the line of the valley of the River Ewelme which becomes the River Cam in its lower reaches.

The Plan Area, centred on Cam and Dursley, is 15 miles south of the city of Gloucester; 23 miles from Cheltenham, 25 miles from Bristol, 28 miles from Bath and 112 miles from London.

- 2.2 The nearest airports are Bristol which is around 35 miles away and Birmingham which is about 75 miles distant. Cam and Dursley are located close to the M5 motorway but without a direct access point. There is limited access to the national rail network through the Cam and Dursley Station at Draycott.
- 2.3 The local authorities in whose area Vale Vision is located are Stroud District Council and Gloucestershire County Council. Dursley has a Town Council and there are Parish Councils in Cam, Coaley, Slimbridge, Stinchcombe, Uley, Nympsfield and a parish meeting in Owlpen.



The Vale Vision Area

Population²

- 2.4 In 2001 the Plan area, which comprises the town of Dursley and the Parishes of Cam, Coaley, Slimbridge, Stinchcombe, Uley and Nympsfield and Owlpen, had a population of around 18,300.
- 2.5 The population of Cam has grown to around 8,500, mainly due to recent housing development. The population of Dursley is about 6,000. The two communities now constitute one continuous built up area with about 80% of the population living in Cam and Dursley and around 20% in the surrounding parishes.
- 2.6 Although no precise migration figures are available for the Plan Area, in the ten years to June 2001, migration into Stroud District was c 1,500 - mainly from the South East of England.

Brief Economic History

- 2.7 The first written record of both Cam and Dursley is in the Domesday Book. Both settlements were centred on agricultural activities for centuries, Dursley becoming the Market centre for much of the surrounding area. It still provides a range of core services including banks, solicitors, doctors, dentists and other professions, a swimming pool, library and golf course. Cam, a large linear parish, originally comprised of distinct settlements of Upper and Lower Cam following the Ewelme/Cam Valley, has seen much recent housing and population growth, as well as some new light industry.
- 2.8 The area's early prosperity derived from the Cotswold woollen trade, which provided work for many people in the area, usually working from their cottages. Over time, much of this cottage industry was transferred to mills in Uley, Cam and Dursley. In the early 1800s, with the end of the Napoleonic Wars and a shift away from water power, the woollen trade went into decline and many of the mill buildings were adapted for other uses. Agriculture remained a significant local activity in terms of land use but now employs a very limited number of people.
- 2.9 Reflecting the agricultural hinterland and local resources, Robert Ashton Lister set up an agricultural repair business in Dursley in 1867. This developed into the engineering firm of R A Lister, a world wide business which became the main employer in the town for more than a century, employing some 4000 people at one time at its main foundry and factory location in the Ewelme/Cam valley. Following the dramatic contraction of the business in the 80's and 90's, the site was purchased by the Regional Development Agency as part of a plan to restructure the Lister-Petter business. It has been cleared of most of its

² Office of National Statistics 2001 Census

buildings prior to redevelopment, has been renamed Littlecombe, and will be referred to as such in the rest of this document.

- 2.10 Other industries that developed included the manufacture of bicycles - the Pedersen Cycle; printing - Bailey's Gazette newspapers; electric motors – Mawdsleys; carpets – Champions; cloth for billiard tables (formerly for The Gloucester Royal Hussars and other military uniforms) – Winterbotham's and the furniture upholsterers - Bymacks. Jobs in these industries have disappeared at an accelerating rate and many residents now commute to Bristol, Gloucester, Stroud, Cheltenham or Swindon, or further afield to work.
- 2.11 The development of Britain's first commercial nuclear power station at Berkeley with its associated laboratories, part of the expansion of the 'knowledge based industries' in the 1960's, followed closely by Oldbury Power Station, provided significant employment in the area. Prior to the commissioning of these two power stations, significant local labour had been employed in their construction. However, the Berkeley Power Station is now being decommissioned and it is proposed to close the Magnox technology Centre section, with some 1200 jobs being relocated elsewhere.
- 2.12 The total workforce in the Vale Vision area in 2001 was around 9,130, the number of people employed in the area had declined by about 30% in the last decade and almost 88% of workers travelled more than 5km to work. The small businesses which have been established recently in Cam's business/industrial area are not comparable in terms of employment to those which have been, or are being lost.

Market Town services

- 2.13 The main retail and service centres in the Plan area are Dursley town centre, with 126 shops and service units and Cam with 31 units.
- 2.14 Few new shops have been built in Dursley in recent years although the proposed supermarket development on Castle Street and any retail units on the Littlecombe site would increase retail floor space in Dursley. Cam's floor space will increase with planned developments alongside the Parish Centre.
- 2.15 Most local shoppers do their main food shopping at the Co-op in Cam, Somerfield or Kwik Save in Dursley. The Co-op and Kwik Save both offer parking facilities. A substantial number of shoppers travel to Gloucester, Cheltenham, and Cribb's Causeway, Bristol, as well as to other neighbouring towns, where there are major supermarket outlets and a range of food, non food and specialist shops available, particularly clothing shops.

- 2.16 There has been a decline in the range of local shops and retail rents for 'prime space' in Dursley vary between £187 and £215/m² (Zone A). Prime rents are firm but secondary rents are poor. There are small shops on a number of residential areas around Dursley and Cam, all focussed on local community needs, such as food, newsagents, DIY supplies, etc.

The Business Picture

- 2.17 Very little new commercial or industrial floorspace has been developed in the area over the last three years. The 'key' strategic employment sites in Gloucestershire which will be targeted at inward investing companies are, Gloucester Business Park, Stroudwater Business Park, Sharpness Docks, Tewkesbury Business Park and Waterwells Business Park.
- 2.18 Gloucestershire First, working in partnership with SWRDA, Gloucestershire County Council, Stroud District Council and Business Link try to satisfy the property requirements of companies in, or moving to, the area. However Gloucestershire First enquiries suggest that there is an overhang of business space in the Stroud and Stonehouse areas, which will tend to be taken up before space in either Cam or Dursley.
- 2.19 Local agents report that, although there is demand for small business units, locally based industrial and office based companies have considerable difficulty finding the right kinds of business space within the Plan area. There is also demand from businesses for sites to develop premises for their own use.
- 2.20 The main sites in the Plan area available for future business development are the extensions to the Draycott Estate in Cam and part of the Littlecombe site in Dursley.
- 2.21 Business rents in the Vale Vision area vary from £21/m² to £54/m², depending on the size and condition of the property and have been fairly static for a number of years.
- 2.22 Apart from national support programmes, neither Cam nor Dursley companies qualify for additional incentives, whilst reported skills shortages in the Vale Vision area include food manufacturing at all levels, metal and machinery manufacture, construction, customer service/sales, ICT, tourism and local government. There is an evident legacy of inflexibility in the local skills market, reflecting the traditional employment patterns and limited investment in skills training by previous employers, which have now disappeared or relocated.

Tourism & The Countryside

- 2.23 There are more than thirty national visitor attractions and festivals in and around the Vale Vision area and the Cotswold Way passes through the area including Dursley Town Centre. However, the area does not benefit greatly from tourism or linkages with these attractions and there is limited tourist accommodation in Dursley itself. Walkers using the Cotswold Way may utilise local Bed & Breakfast facilities, depending on their progress.
- 2.24 Major attractions in the surrounding area include:
- The 4,000 acre Wildfowl Trust at Slimbridge founded by Sir Peter Scott in 1946
 - The Arboretum at Westonbirt
 - Berkeley Castle
 - The Jenner Museum at Berkeley
 - Cattle Country at Berkeley
 - Newark Park – National Trust Property
 - The monument to William Tyndale
 - Uley Bury – ancient hill fort
 - Hetty Pegler's Tump – an ancient British burial site
 - Woodchester Mansion
 - North Nibley Steam Fair
 - Nympsfield Gliding Club/School
 - Stinchcombe Hill Golf Course
 - The Sharpness Canal – a major attraction for Canal Boat enthusiasts and other waterside pastimes
- 2.25 The area's wonderful countryside, with views from the wooded Cotswold scarp to the Severn, Forest of Dean, South Wales and the Malverns, is a major attraction for both residents and potential visitors. It is traversed by the Cotswold Way, a National Trail. The fifteen designated 'Ancient Woodlands' are a dominant feature of the area and there are four Conservation Areas within the Plan area at Stinchcombe, Nympsfield, Uley, and Dursley, plus ten scheduled monuments and one Historic Park and Garden.
- 2.26 However, there has been a gradual decline in both the built and natural environment in the Vale Vision area. Both have suffered from diverse and contradictory pressures on land use and a lack of coherence and quality in the design of buildings and the building materials used. There are many interesting individual buildings, but much development has been piecemeal.
- 2.27 Dursley and Cam have limited tourist or visitor accommodation. There are some Bed & Breakfast establishments and one or two inns but no hotels of any standing, except for those spaced along the A38 reflecting its trunk route origins. Visitor facilities in Cam and Dursley for food and accommodation are limited though there are several good public houses, one or two restaurants and many take away eating establishments.

Culture and Leisure

- 2.28 Dursley has a vibrant community life reflected in its many clubs and a tradition of music, drama, arts and sporting activities. Lister Hall, Kingshill House, Prema at Uley, Dursley Community Centre and Sports Hall all provide facilities for the many groups that meet on a regular basis. There are other halls in Cam and the surrounding parishes, principally church, chapel and village halls. Most of these facilities are in older buildings, the maintenance of which is very costly and which in some cases imposes limitations on users in terms of access, availability, etc. The enthusiasm of those who administer the facilities is recognised by Vale Vision and is a key factor in developing new facilities for community life in the 21st century. In particular, The Lister Hall with its facilities for performance, is now very old and its future as the centre of musical and dramatic life in Dursley is in question. (see Chapter 4, paras 4.74 - 4.82)
- 2.29 There are many local sports clubs using the recreation fields and other open areas, in Dursley, Cam and in the surrounding parishes. Some of these are now under pressure from growing participation, reflected in this Plan's proposals and projects (see chapter 6).

Housing and Health

- 2.30 Stroud District Council is pursuing its target of supporting the development of 9,400 new houses by 2011, with circa 5000 houses having been built by March 2004. Major sites for new housing currently identified in the Cam and Dursley area total 720 new dwellings. (see Chapter 4, para 4.64)
- 2.31 Generally speaking, the health of people living in the area is better than the population of England as a whole. The national average number of patients per GP is 1850, the average number in the Stroud/Berkeley Vale PCT is 1813. New housing is expected to bring 2000 - 3000 new patients into the area, and plans are in hand with the PCT for this to happen. There has been recent investment in Primary Care practices in Dursley and Cam and there is a GP practice in Uley. Dental practices are sited in Dursley and Cam and there is an optician in Dursley.

Transport

- 2.32 Although the Vale Vision area lies close to the M5, there is no direct access to/from Cam and Dursley. Access is via the A38, the nearest junctions being approximately 6 miles North at Stroudwater and 8 miles South at Falfield. No major road improvements are planned in the Plan area. The proposed Gloucester city south west bypass should improve road communications from the Plan area to West Gloucestershire. Commuting into Gloucester/Cheltenham or into Bristol is seen as increasingly problematic in relation to congestion, unless significant new facilities are available.
- 2.33 Access by public transport to and from the parishes surrounding Cam and Dursley varies. Uley is the best served, followed by Coaley, Stinchcombe and Nympsfield. Public transport services to the nearby towns of Stroud, Gloucester, Cheltenham and Bristol are not available in the evenings after 6 pm during the week or at weekends. Journeys to Health facilities such as Gloucester Royal Hospital by public transport are impossible for those who wish to use public transport for evening visits. Rail travel to Bristol and Gloucester, although served by a bus link from Dursley, is limited by rail operators timetables, which limit usage.
- 2.34 Dursley, and Cam to a lesser extent, face considerable difficulties in terms of traffic and parking. These problems are not unique of course, but planned developments will inevitably increase the existing pressures – more traffic will need to pass into or through Cam and Dursley. In Dursley, around the town centre and on Kingshill Road, congestion can be considerable at peak times, reflecting school transport and commuting traffic pressures. The situation is exacerbated by the town's constricted valley location and by historic building patterns, especially around the Town Hall, where the only major route is narrowly confined between listed buildings including the Town Hall and Parish Church.
- 2.35 In Dursley's town centre, parking physically adjoining the shops is generally inadequate with the off-street car parks at some distance from the main shopping area. The pedestrianised shopping area is not safe for pedestrians, due to deliveries and collections during shopping hours. At the time of writing this report, a Stroud District Council car park study is underway but will again need to anticipate Supermarket and other town centre developments. The Centre of Cam does not suffer from these problems at present, although both Cam and Dursley can experience problems in particular locations, resulting from on-road parking for access to local shops or services.

3 Visions and Aims

The need for a Vision

- 3.1 To be successful in preparing and implementing our Community Strategic Plan, we needed to have a 'Vision' of how we would like things to be in the Vale Vision area in the future. For that 'Vision' to be credible, it had to be based on recognition of where our community is at present and what are its concerns.
- 3.2 Drawing on extensive consultations, past surveys and an up-to-date 'Healthcheck' – a snapshot of the area at present, we have been able to develop a 'Vision' for the future. This is our picture of the sort of place in which we want to live, work and play, in 10, 20 or 30 years time. Translated into aims and specific objectives, it will help us to judge how well the community is being served by the decisions made by local bodies and others, whilst the Plan is being implemented.
- 3.3 As noted in Chapter 1, this first Community Strategic Plan is not a statutory plan with a finite life; it is concerned with the issues affecting our community as identified by the community. It is about the quality of life in our Community and the direction in which we want to travel in terms of key aspects of development.

Our vision for the Vale Vision area for the next ten years is not prescriptive. We have not developed objectives for every aspect of life in our community; only for those activities which our consultations have highlighted as priorities. Over time the 'Vision' will develop and new plans will be needed for new priorities.

What is our vision for the Vale Vision area?

- 3.4 After considerable consultation, the Steering Group decided that the overall vision for the area in the year 2014 could be summarised as:

'A thriving Community that recognises, respects and provides for the varied needs of the people that live, work in or visit the area. We will conserve and care for our attractive environment, whilst providing learning opportunities, jobs, access to services and leisure activities for everybody.'

What are our aims for the different elements of our Plan?

- 3.5 With this 'overarching' Vision statement as our focus, we identified aims for each of the different aspects of our Plan. These are, we believe, realistic aspirations over time and provide a clear direction for the Plan as a whole.

This was important because these aims could be used to assess a particular project or programme's contribution, to enable funders to decide whether that project or programme should be supported.

The economy

- 3.6 The drive which will make so many things possible in our area will be provided by our local economy, the following being our aim:

'Dursley and Cam will be the centre of a vibrant, working community, offering a variety of local jobs that will exploit the opportunities of our attractive location, reflecting the outward-looking nature of employers large and small and the skills of a creative and educated workforce. Employers and employees will both be committed to using the lifelong learning opportunities of the area to maintain their competitiveness and employability.'

The environment

- 3.7 Our environment, natural and built, is a key asset. Our aim is:

'To ensure that environmental considerations are a key priority in all decision making affecting local communities, ensuring that the area offers a quality of life and is a source of pride to the community, contributing positively to economic and social needs. Accessible open green spaces, respect for and enhancement of the wildlife habitat and sensitive care for the built environment new and old will be central to achieving this aim.'

Healthy living

- 3.8 An important aspect of our Plan must be to create a healthy community, our aim being:

'To create a healthy, happy, caring community that values itself and its surroundings, which has pride in the people who live here and which has good access to a range of diverse services appropriate to meet the needs of all ages, where the safety and well being of everyone is a major priority.'

Transport and Traffic

3.9 Movement in and around the area is critical, our aim being:

'To ensure that there are safe and reliable modes of local transport within the area, providing effective access to jobs, schools and leisure facilities, for all ages. There will be safe and well maintained roads, cycle ways and footpaths linking residential and commercial areas and effective linkages between the area and the wider road and rail transport system. Traffic management in terms of safety, ease of movement and adequate parking arrangements will be a key factor in all development plans.'

Older people

3.10 There will be an increasing number of older people in the years ahead, many living alone and some increasingly vulnerable. Our aim is:

'To ensure that older people are able to lead active lives in the places where they live with as great a degree of independence as possible for as long as possible. Easy and safe access to a good range of shops and services, especially those that are vital to the older person, will reflect the care and concern of the community, which will seek to serve the needs of the lonely and the housebound.'

Young people

3.11 Young people need to grow and learn happily in the area and be attracted to it. Our aim is:

'To create a community where young people are valued as active and lively members with a need to lead their own lives, whilst caring for and contributing to, the wider world. They will enjoy good access to a wide range of facilities for the young, whilst enjoying appropriate rights or access to, and responsible participation in, the full range of community activities.'

Culture, Heritage, Sports and Leisure

3.12 The area already enjoys a rich range and diversity of organised and informal activity, which needs to be fostered. Our aim is:

'To ensure that there is increasing access to and participation in cultural, leisure and sporting activities, by supporting the redevelopment of present facilities where necessary, investing in expansion of capacity to meet growing needs and seeking to increase the range of provision to reflect the community interests.'

Delivering our Aims

3.13 We will secure these aims to achieve our overall vision by:

- Identifying, endorsing and supporting in our Plan projects and programmes currently proposed by the public and private sectors that we believe will help to achieve our vision and aims
- Suggesting how current projects and programmes might be changed, improved or redirected to achieve a better 'fit' with the community's vision and aims
- Bringing forward new projects and programmes in areas where no action is currently proposed
- Seeking finance to create or undertake projects and programmes at our own hand
- Contributing to suitable projects where we are able
- Seeking to change, or have abandoned, projects or programmes which are not in the community's interest.

In securing these aims, we will revisit our Plan at regular intervals to check that it endorses changing community needs and aspirations.

4 *Where are we now?*

Our starting point

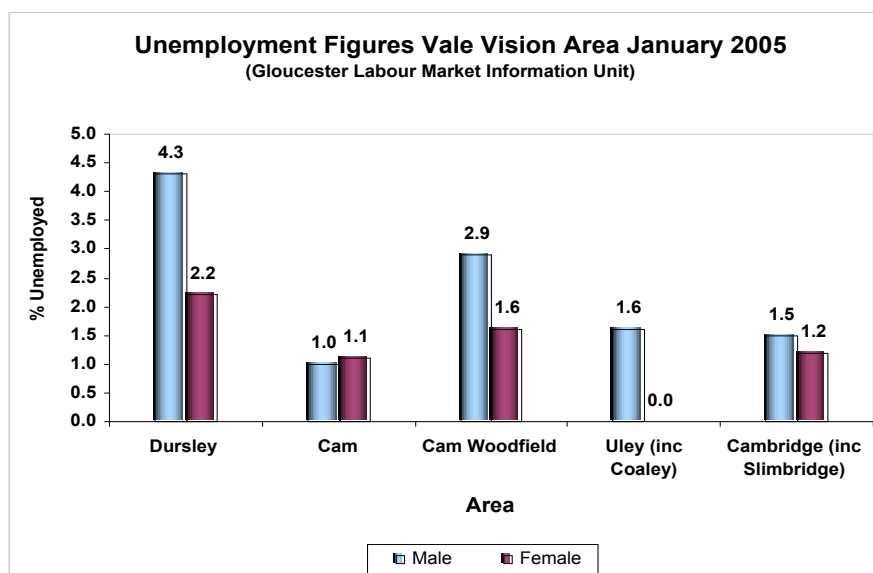
- 4.1 The processes of Community Planning described in Section 1, together with the various audits and surveys noted there, informed the thinking of the Steering and Working Groups, in consultation with the community, hence the 'Vision and Aims' set out in Section 3, reflecting Vale Vision's aspirations for the area.
- 4.2 However, in order to produce a realistic Community Plan, a detailed and, so far as is possible, comprehensive assessment of the challenges facing Cam, Dursley and the surrounding parishes was undertaken by the groups and through various partners and other bodies, public and private. The completion of the MCTi 'Healthcheck', (see CD enclosed with this pack), together with ongoing consultation over the plans and strategies of the various partner bodies, provided a substantial body of evidence for planning ahead.
- 4.3 This Section describes and discusses the situation in the light of that assessment, building on the overview set out in Section 2. For clarity, the area is described under five headings:
- The Economy
 - The Environment
 - Social and Community Perspectives
 - Culture, Heritage, Sport and Leisure
 - Transport and Traffic
- 4.4 It is important to recognise that the assessment is not taking place in a static setting. There is a great deal of activity already in hand in the area, and equally, a great deal of uncertainty. Most notably, the Littlecombe site is already advancing towards occupancy of the first new business units later in 2005 and the developers, their advisers and the SWRDA are actively engaged in consultation with local councils and the community (in the form of Vale Vision) regarding the first stage and subsequent developments on the site.

In terms of uncertainty some major questions regarding the Dursley Supermarket remain to be clarified, although a preferred developer has been selected and the three landowners are working towards an agreement. The development will have a major bearing on various aspects of Town Centre Regeneration, traffic management and so on. This Section relates to the known situation – Section 6 considers the future, including the many potential opportunities arising from just such uncertainties and it identifies the key issues that concern the community about the future of the Vale Vision area.

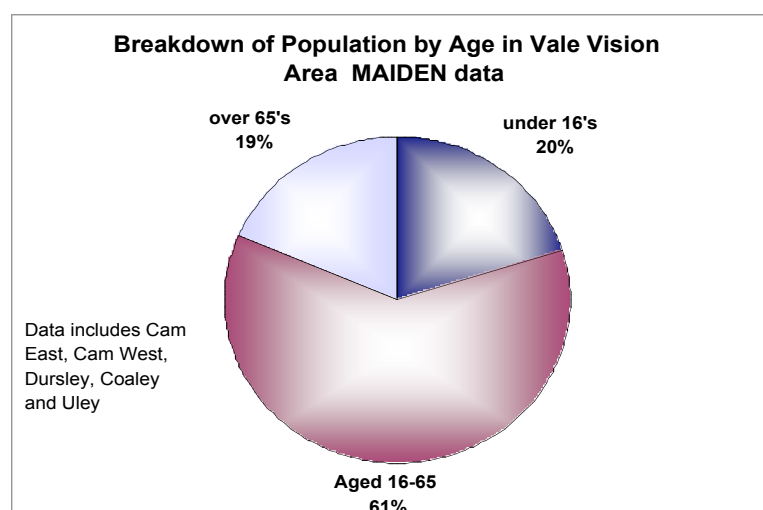
The economy

Employment^{3, 4}

- 4.5 In January 2005, the total available workforce in the Vale Vision area was 8243 (excluding the Stinchcombe area). The unemployment rates for men and women are broken down in the graph that follows.



- 4.6 Because the population is growing, it is not 'ageing' although the actual number of older people is rising. The latest MAIDEN data shows 61% of the people in the Vale Vision area are of employable age.



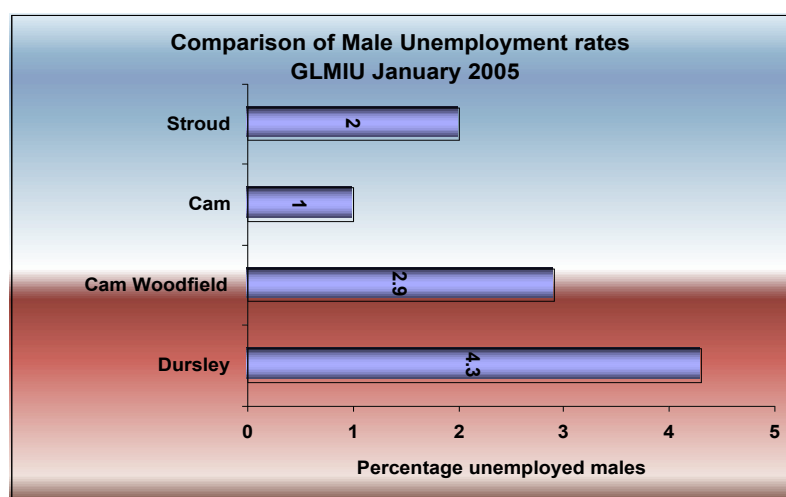
³ 2001 census

⁴ GLMIU January 2005

The percentage breakdown by age is fairly evenly balanced across the wards, with the breakdown of over 65's - Cam East highest at 21%, Coaley and Uley, 20%, Dursley 18% and Cam West with the lowest at 17%.

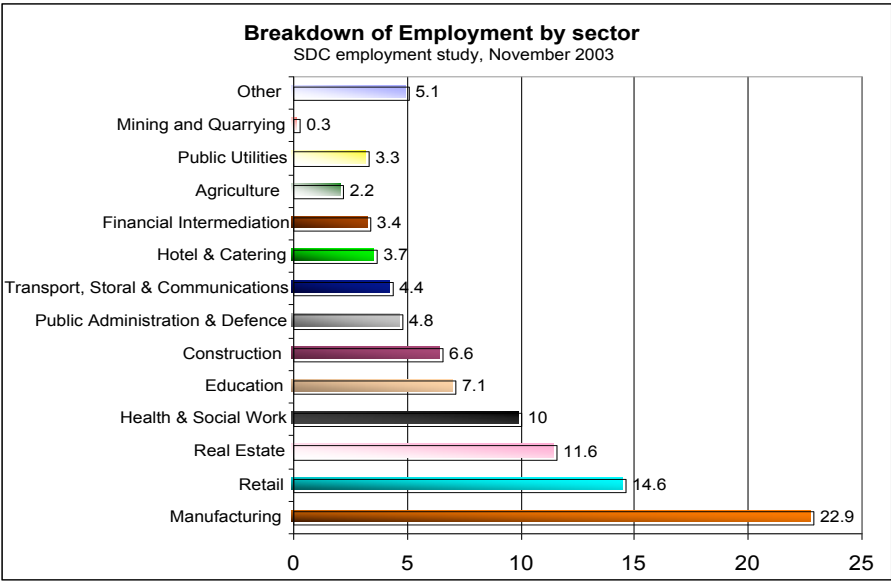
The high level of employment in the District and County could be a deterrent to inward investors since it may mean that a ready pool of local labour is not seen to be available. For those who are employed there may be a level of under-use of skills and past experience which is concealed, if new local jobs are not 'adding value' to the same degree as those they replace. It is difficult to establish the situation with regard to the Vale Vision area, as historic data broken down to ward level is not readily available.

- 4.7 Even though unemployment in the District and County is therefore, as a whole, relatively low, the number of people employed in jobs actually located in Cam and Dursley has declined by about 30% in the last decade. There has been a significant increase in the amount of commuting to jobs outside the area and each day around 88% of the workforce now travels more than 5km to work. Given the location of the nearest major employment centres – Bristol, Gloucester, Stroud, Cheltenham and Swindon, it is likely that many of those commuting are travelling considerable distances, impacting on many aspects of life in the area.
- 4.8 There are local unemployment 'blackspots'. Dursley itself has an unemployment rate *double* the district and county rate.

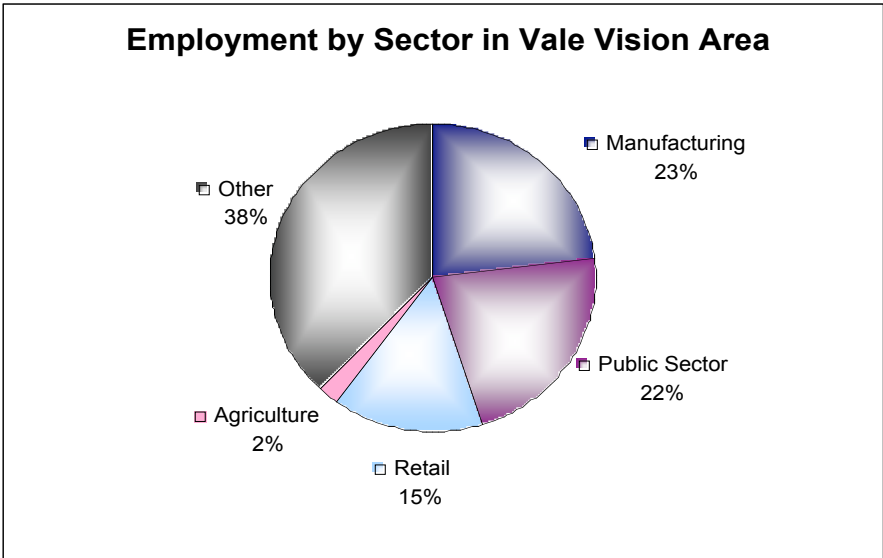


Most of the recent job losses in Dursley, totalling several hundred, have been in the manufacturing industries, engineering, printing and furniture-making. In many instances, these were positions occupied by full time male employees. The unemployment rate for Cam, where newer, smaller businesses have located in recent years, is about the same as the district and county levels.

4.9 At present, the breakdown of employees by employment sector of those living in the Stroud district is:



Despite the recent decline in the number of jobs in the manufacturing sector the largest percentage of employment is still in manufacturing. At 23% the level of employment in manufacturing is well above the national level (15%). If the mix of businesses in the Vale Vision area follows national and international trends, there is expected to be a further decline in manufacturing jobs. Although this is not inevitable, it suggests that steps should be taken to widen the range of companies in the area to avoid too much of the area’s employment being concentrated in what may well be a vulnerable sector.



This is also the case with the increased number of people employed in the public sector. The impact of the loss of jobs at Berkeley Technology Centre, commencing April 2005, will also have an impact.

This picture suggests that almost half of the Vale Vision workforce is employed in sectors of the economy which are expected to decline.

4.10 The likely future employment trends in the key sectors of the Gloucestershire economy are:

- Employment in all manufacturing sectors with the exception of wood, paper, printing and publishing is expected to decline
- Employment in the mechanical engineering and automotive sector may remain stable
- Employment in wood, paper, printing and publishing, medical and precision engineering are expected to increase in the short term
- Employment in construction is expected to rise considerably
- Employment in all service sectors is expected to increase, except in local government and defence. The largest increases are expected in computing services and business services ⁵

If these trends are reflected in the area, only the construction, financial intermediation and other service sectors are likely to see an increase in employment and these represent less than half of the employment in the area. Conversely over half of the employment sectors in the Vale Vision area would at best remain stable or see declines.

4.11 Some commentators see the creative industries, education, training and distribution, as district sectors that could bring new jobs to the Stroud area⁶. This reflects the nature of current enquiries being received by Gloucestershire First. However, apart from the area around the motorway at Cam, the Vale Vision area is not suitable for large scale distribution centres, given transport and traffic constraints. If the Vale Vision economy is to diversify it must probably look to higher added value 'knowledge-based' industries together with some growth in the service sectors.

4.12 Stroud District Council is keen to see employment encouraged in

- Precision engineering
- Environmental technologies
- Software engineering
- R & D facilities
- Craft workshops
- Managed workspace
- A Learning Centre

⁵ 'Key Sectors in the Gloucestershire Economy' 2002 Gloucestershire First

⁶ Stroud Valleys Employment Study, November 2003

These areas have been endorsed by community consultations regarding the future use of the Littlecombe site and, for future developments, Vale Vision's own consultations. Vale Vision's work would add employment in the tourism and retail sectors to the list of (community) preferences for future developments.

For the area to capture these higher quality (and sustainable) uses in competition with other areas, the accommodation and business environment available to companies will have to be of a high quality.

- 4.13 The rate of business start ups in Stroud District is higher than the national and regional rate, although the rate of de-registrations is also high. However, the survival rate for new businesses is also higher than the national and regional rates. Almost three quarters of the businesses created in the area over the last five years have employed four or less people and job creation in large numbers is not easy via that route.
- 4.14 The Littlecombe site is thus a key issue in relation to employment. There are circa 350 current jobs in the 4 surviving businesses on the site, which are scheduled for on-site relocation as part of the site's development and 650 new jobs to be attracted, if the declared job creation employment aims are to be realised. The maintenance of the existing jobs is vital, both for the wider area in relation to supplier employment and as a means of demonstrating the area's viability to other prospective employers.
- 4.15 More generally, if the Rural Economic Strategy for Gloucestershire is to succeed, efforts have to be made to maintain and create employment in centres such as Cam and Dursley as well as the surrounding parishes, to allow these communities to develop and strengthen their own economies. This will be achieved by 'establishing a local skills base, preparing and implementing plans for economic regeneration, reinvigorating market towns as centres of economic activity and by supporting villages that wish to become socially and economically active communities'.⁷

Business property

- 4.16 The quality of life in the Vale Vision area and its proximity to Cheltenham, Gloucester, Bristol and the M5/M4 means that the area is potentially attractive to companies and their employees, existing and potential. However, if the area is to grow its business and employment base and therefore its economy by retaining and expanding existing businesses and encouraging new ones to locate in the area, it will be necessary to have a ready and affordable supply of land and premises, which will form a 'ladder' of business accommodation that

⁷ 'Rural Economic Strategy for Gloucestershire' 2003-2010. Gloucestershire First

will satisfy companies' needs. Although suggestions have been made that this could be achieved by the conversion of existing buildings, surveys suggest that it is extremely doubtful that there would be sufficient suitable buildings in the right locations and of the right size to satisfy the likely demand for space.

- 4.17 Very little new commercial or industrial floorspace has been developed in the area over the last three years and local agents report that small industrial and office based companies in both Cam and Dursley have considerable difficulty finding the right kinds of business space. There is also demand for freehold sites on which companies can develop and expand. Most of the property requirements from businesses in the area are for small premises in the 250 - 750m² range for industrial workspace and in the 50 - 200m² range for office use. Most of this demand will be from local companies.⁸
- 4.18 Land for business use is limited, in part due to the neighbouring boundary of the AONB, in part to the configuration of the landscape and the high value attached to pockets of land for residential use; this means that the Littlecombe site and the designated industrial land in Lower Cam at Draycott are key areas for future business development. It is recognised that there is not necessarily a direct correlation between business development and land requirements, but there is a danger that, if suitable land and premises are not available, the area will become an 'incubator' for businesses which will leave the area whenever they need to expand. Land in the Lower Cam area, near to the railway and M5, will be a key asset in the years to come. (see overleaf)
- 4.19 There is no current survey of existing companies' future space requirements, or of the needs of companies that might be attracted to the Vale Vision area, which makes predicting the demand for business space extremely difficult. The strategic employment sites serving the area are Gloucester Business Park, Stroudwater Business Park, Sharpness Docks, Tewkesbury Business Park and Waterwells Business Park. These are the sites targeted at inward investors by Gloucestershire First. Enquiries received by Gloucestershire First also suggest that there is an overhang of business space in the Stroud and Stonehouse areas, which will tend to be taken up before space in either Cam or Dursley by companies seeking to relocate or expand in Gloucestershire. Some potential inward investors will be likely to consider the Cotswold canal development as an attraction, especially those in leisure and tourism related sectors where canalside location will be an asset. This situation in turn enhances the challenges faced in the Vale Vision area in relation to maintaining and enhancing local employment.

⁸ 'Study of small business units in Gloucestershire'

The sites proposed for business development⁹ in the Vale Vision area are:

- The Littlecombe site being developed for a mix of uses including housing and employment. Current plans suggest:
 - the provision of business space for the relocation of the four existing businesses, together with the development of three speculative units of 500 sq m, 510m sq m and 520 sq m;
 - 2101 sq m of flexible office units in Drake house, (the former office block for Lister Petter), on three floors with parking provision, to be marketed on formal lease or easy in/easy out licence agreements;
 - the marketing of the listed building, 'The Towers' as a potential hotel;
 - some retail units located on Long Street and in the 'central square';
 - community facilities including a bar and restaurant provision.
- The 11.6 ha extension to the land east of Draycott Mills Industrial Estate, Cam - expansion on this site was to have been phased to follow Littlecombe's development but a Stroud District Council modification to the local plan proposes that this could be lifted. This is subject to public consultation. It is understood that the site owners wish to use at least part of the site for the expansion of Kerry Ingredients (UK), Draycott Mills. This site is a key opportunity for local business development.
- The 0.33 ha area, at Cam Draycott Mills Industrial Estate
- 1.70 ha land south of Draycott Mills at Cam
- 1.44 ha at Coaley Junction, Cam
- 0.27 ha at Whiteway Hill Garage, Dursley
- The area adjacent to the planned Parish Centre in Cam, which will provide 5 retail/service units alongside existing shops and housing.

4.20 If all the sites proposed for business use were to be fully developed for either industrial or office use, the maximum number of jobs that could be provided has been estimated as some 2000, depending on the nature of the businesses.

Given that none of the sites is considered 'strategic' by the Gloucestershire Workspace Strategy', the challenge for the area is clearly evident, but it is encouraging to note real interest from local businesses seeking to relocate or expand.

Furthermore, since most all of the companies relocating to these sites would already have staff, it can be assumed that only a proportion of the jobs created will be additional. If the demand for 'new' jobs was high, companies might face some difficulty in recruiting staff from the current local market, depending on the skills required. However, staff may be willing to leave jobs to which they have to commute in order to work closer to home and there will be a substantial increase in the potential workforce reflecting the housing expansion.

⁹ Stroud District Council Local Plan

The new business space currently proposed for Littlecombe site is clearly very important in terms of job opportunities. However, if the area is to seriously address the question of creating new employment in new industries, attempts should be made to bring forward the Draycott extension site at the earliest opportunity, or at least to seek to harmonise the development with housing expansion, so that new residents can seek local opportunities, rather than joining the commuting process.

Assistance to businesses

- 4.21 Gloucestershire First, the Sub Regional Partnership of the SWRDA, working in partnership with Business Link, SWRDA, Gloucestershire County Council and Stroud District Council tries to satisfy the property requirements of companies in, or moving to, the area. Business Link is the first point of contact for businesses seeking business advice and assistance and it maintains close contact with companies in the area in order to anticipate their needs.
- 4.22 Apart from national programmes, companies in the area do not qualify for special assistance but there is still a wide range of assistance available to companies in the South West of England. Whether a company is eligible for assistance under a particular programme depends on many factors including its industry sector, the nature and level of assistance required and the size of the company. (A brief description of the different schemes available is contained in the appendices of the Healthcheck, pages 101-112.)

Skills training

- 4.23 If the Vale Vision economy is to grow and be successful its workforce must have the skills necessary to compete successfully in the jobs market. Training is vital not only for young people but also for those who may have lost jobs with existing companies and whose skills are no longer relevant, as well as for those returning to work from a period of absence whose skills may be out of date. Given the long-standing employment patterns in local manufacturing businesses hit by recent closures and decline, the retraining needs are significant.
- 4.24 Comparison of employment numbers with the type of occupation and the needs of companies indicates that there are training and employment gaps over a wide range of occupations, both for young adults and for people needing re-training for employment. The Gloucestershire Labour, Marketing & Information Unit survey highlights the particular skills needs for the Vale Vision area¹⁰ as, food manufacturing at all levels, metal and machinery manufacture, construction, customer service/sales, ICT, tourism, and local government.

¹⁰ GLMIU (The Economy of Gloucestershire, 2002):

Gloucestershire Learning and Skills Council's Annual Business Plan, 2004-2005, identified the following sectors for priority action.¹¹

- Care (adult and social)
- Construction
- Financial and business services
- Food and drink
- ICT/ new media
- Manufacturing/ engineering
- Tourism/ hospitality

Test Bed Learning, the Learning Partnership initiative for Cam & Dursley, have recently undertaken a skills analysis survey in the Vale Vision area, the response rate was good and the results are in the final stages of analysis. This survey was widespread involving local business, the local secondary school pupils, as well as questionnaires sent out from the secondary school to parents. This survey should provide more specific and up to date knowledge of the skills shortages as identified by local business, the skills of those who are unemployed and the career ambitions of school pupils at the secondary school.

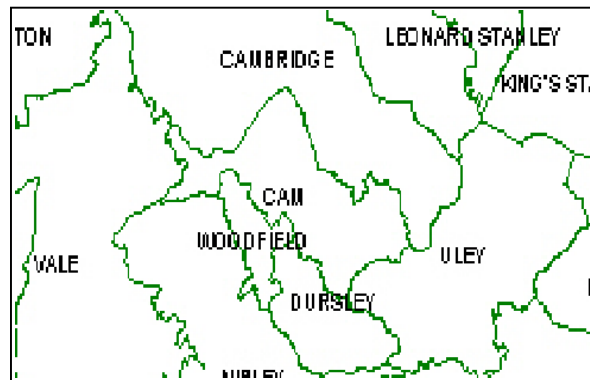
- 4.25 In the Vale Vision area further education and skills training is delivered mainly by Stroud College and 'Gloscat'. Stroud College has a centre in Dursley, but both have problems, recognised by the LSC and the college, which is addressing those problems by means of a long term development plan. It runs a range of full and part time courses from its main site in Stroud. Access is not possible for those requiring public transport to the Stroud site in the evening, as there is no public transport to or from Dursley after 6 pm.

'Gloscat' Further Education College has campuses in Gloucester and Cheltenham. The range of vocational and non-vocational courses is extensive but the sites are less accessible to Vale Vision residents, especially those without access to car transport and the economically disadvantaged.

- 4.26 The University of Gloucester has campuses in Cheltenham and Gloucester, Filton College is located near Bristol, and the University of the West of England's main campus is in north Bristol. These too, are not particularly accessible to residents within the Vale Vision area by public transport.
- 4.27 Vale Vision recognises and supports the efforts being made by all of these organisations but is equally concerned to ensure that the training available to local people is both relevant to the skills required by existing businesses and by future local employers. Training will also need to be accessible to all those wishing to enhance their skills and thereby their employability.

¹¹ Learning and Skills Council Gloucestershire – Annual Business Plan 2004-05

Cam & Dursley Centres – shopping and services¹²

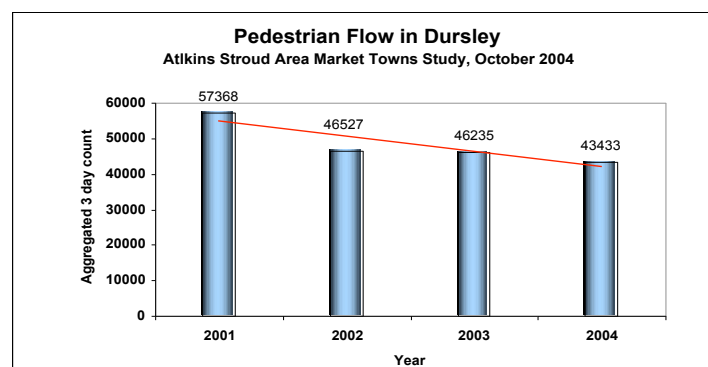


Shopping

- 4.28 Cam and Dursley centres provide the only substantial retail facilities in the Vale Vision area, with a proportionate impact on employment in the retail and service sectors, and are very much at the heart of their communities.

Dursley has a wider range of shops and financial or professional and public services, whilst Cam, the more recent commercial development, centres on the rebuilt and expanded Coop supermarket but lacks the traditional services, eg banks, solicitors, etc.

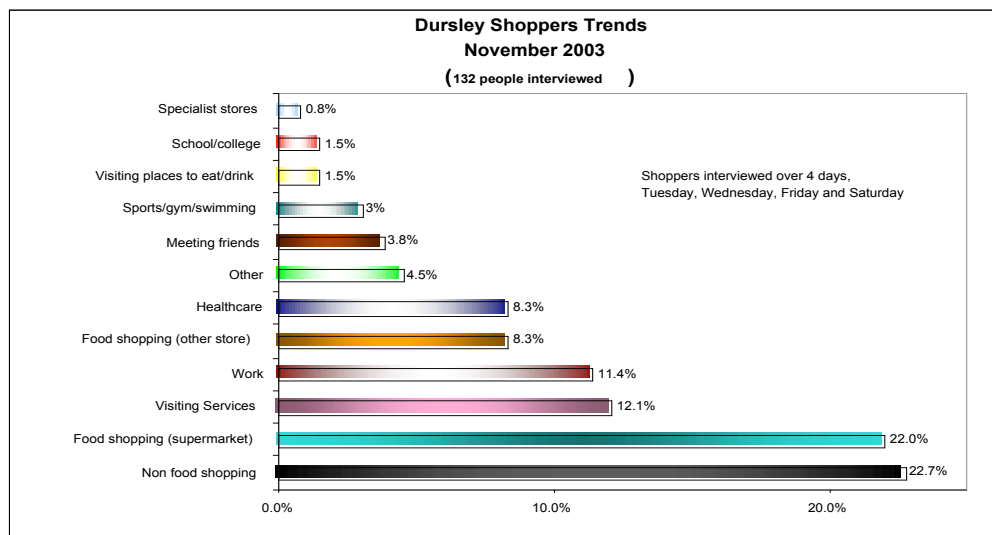
Footfall figures for Dursley have been dropping over the last 3 years, the most recent survey, Atkins, October 2004 revealing a further decline.



There has been a steady decline in footfall since 2001, down by 24.3% over the last 3 years, which coincides with the loss of jobs in the manufacturing industry and an increase in those that commute to jobs outside the area.

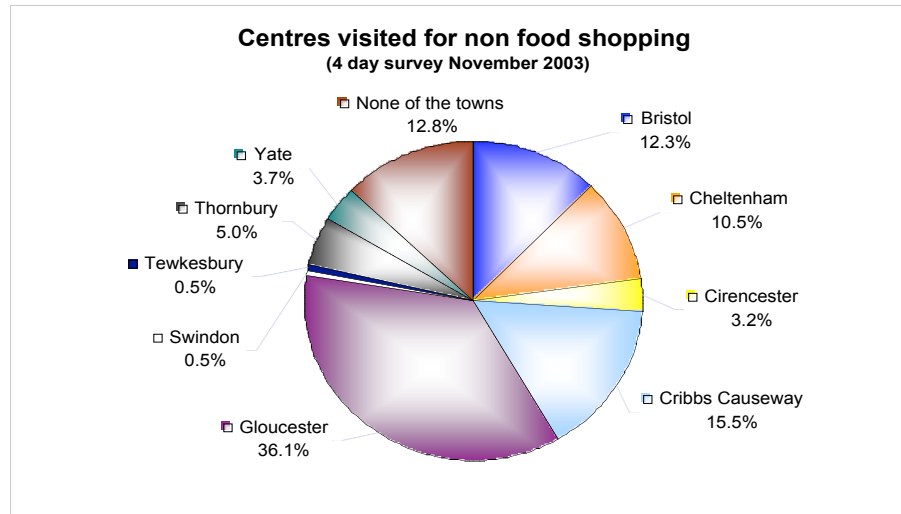
¹² Stroud District Market Towns Study – Dursley Data Compendium – WS Atkins

- 4.29 Consultations produced a substantial level of comment about the decline in choice and lack of variety in the shopping in Dursley centre and its poor environment. Perhaps surprisingly, 25% of those interviewed in a recent shoppers' survey rated Dursley centre as 'good', whilst 33% said it was 'average' and the remainder felt it was 'poor'. With 126 retail and service units compared with the 31 units in Cam, Dursley is the larger shopping area and attracts more shoppers. 45% of the Dursley's town centre users felt that the range of services, eg banks, building societies, services, etc was 'good', only 3% said they were 'poor'. (Further details of the number and type of shops and services in the area can be found in the Healthcheck, pages 31-36)
- 4.30 The most common reason shoppers gave for visiting Cam and Dursley centres was for food (supermarket) shopping and for comparison goods.

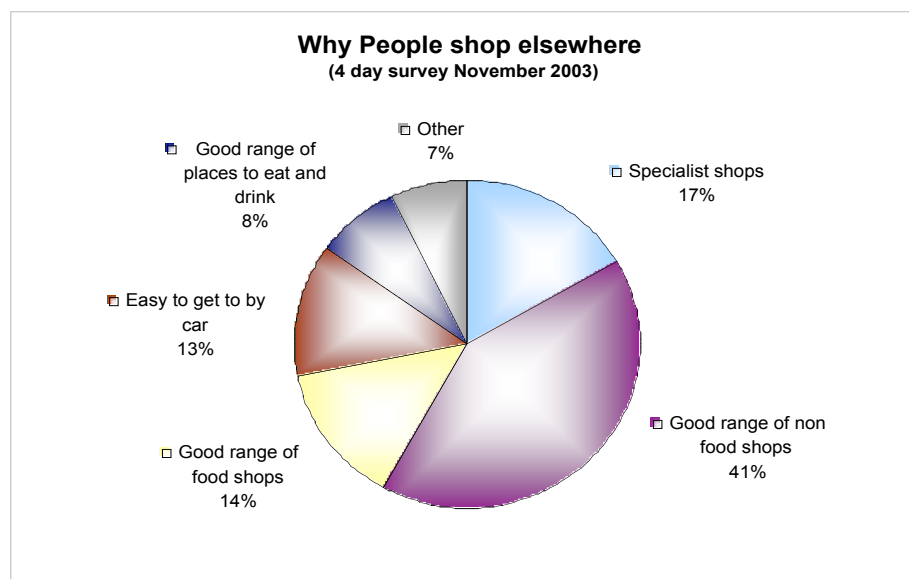


Most local shoppers do their main food shopping at the Co-op in Cam, Somerfield in Dursley town centre, or at Kwik Save, Kingshill, Dursley, which is not in the centre. 37% of users rated Dursley town centre food shops as 'poor'.

- 4.31 Whilst Dursley and Cam do offer a range of shops and services, local shoppers also visit Stroud (39%) and Nailsworth (14%). The main reasons for this are 'a good range of non food shops' (31%), 'convenience to home' (27%) and 'a good range of food shops' (18%). Shoppers also visit other centres for shopping as illustrated on the next page, the majority travelling by car but some by public transport.



The majority of shoppers said that the wide range of non-food shops was the main reason that they shopped elsewhere. Specialist stores and food stores were also cited as reasons.¹³



- 4.32 25% of shoppers rated the quality of *non-food* shops in Dursley centre as 'poor'. Approximately 60% would like to see a greater choice of clothes/shoe shops in the town centre. Shoppers would like to see more leisure facilities, a wider choice of places to eat and drink, better food shops, specialist stores and chain stores. This dissatisfaction with the range of non-food shops is of particular

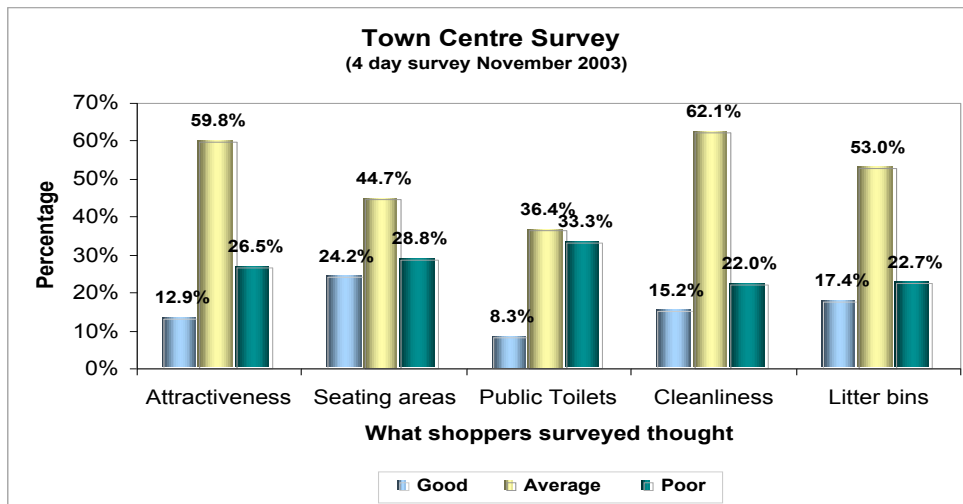
¹³ Dursley Shopping Survey Stroud District Council, Nov 2003

concern since more than one third of shops in Dursley are non-food shops – fifty eight units in total.

- 4.33 The Stroud District Market Towns Study, 2004, shows a significant increase in retail vacancy rates in Dursley over the past year, the vacancy rate having increased by 50%. This is particular acute in Silver Street where six of the nine vacant units are located. Local property agents have indicated that Dursley has not seen the high demand for retail premises that is reported to have occurred in other market towns in the vicinity. This is attributed to the fact that the town is perceived as being less successful than its counterparts.
- 4.34 The new supermarket development in Dursley and any new retail units in Littlecombe will significantly increase retail floor space in Dursley centre. Local opinion is divided as to the impact of the proposed supermarket development and at the time of writing this Plan, the District Council is engaged in the process of securing agreement with landowners regarding the sale of the necessary land for the development. From the economic regeneration perspective, it is clear that the segment of the market in which a new supermarket intends to operate, and the range of goods on offer (especially in the non-food categories) can have a profound effect both on the number and type of shoppers attracted to Dursley and on the prospects of existing businesses. Careful consideration of these issues will be required by the local authorities if the appeal of the development and the town centre is to be maximised and further new shops and services attracted without the widely perceived risk of damage to existing shops and services.
- 4.35 There is no 'Shopmobility' scheme in Dursley. With the disability legislation that is now in place, problems of disabled access to shops and services will need to be addressed in the town's centre.
- 4.36 Cam's centre contrasts in many ways with that of Dursley. There are, as noted above, many fewer shop units, centred around the relatively new Coop supermarket with its dedicated parking and easy access. Selling food and non-food products and incorporating a Post Office, the Coop is sited next to new small shop units with a few older established businesses along the adjoining main road. There are no banking or other services except the Parish Council's office in Cam centre, which itself requires redevelopment to meet the needs of the council and a growing community. Plans envisage a further adjacent development of 5 small retail units.

Cam & Dursley Centres – the Environment

- 4.37 The physical condition of Dursley town centre was of particular concern to many shoppers and town centre users. Although Dursley Conservation Area covers much of the centre of the town and although Stroud District Council offers grants to cover up to 50% of the cost of improvements to ground floor shopfronts:



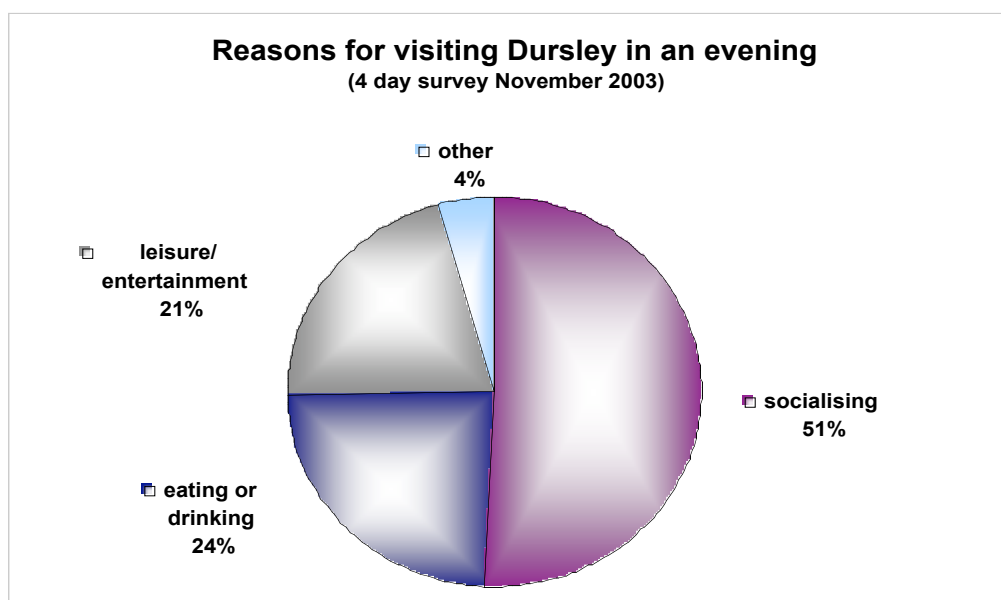
The majority of those surveyed rated Dursley 'average' or 'poor' in all categories.

It seems clear therefore that if Dursley is to draw more shoppers to its town centre, substantial improvements will have to be made in the attractiveness of the town centre environment.

- 4.38 Cam's centre lacks the features, such as the Town Hall, that give Dursley its character and attraction (in spite of the above survey results). However, there is space earmarked for the Parish Centre and related developments, adjacent to the Coop and to car parking and other shops. This is currently passing through the planning approval process. Farmers market and other relatively small-scale events take place in the area adjacent to the Coop. The settlement is essentially linear, originally following the line of the river and main roads but now extending to encompass new 'estate' housing in the lower section of the parish. There is currently a resultant lack of 'focus', but there is scope for further development of the public environment around the Parish Centre site, which could create that focus for shopping and services.

Cam & Dursley Centres – Safety

- 4.39 This survey was confined to Dursley, there being no 'issues' raised in relation to Cam at earlier stages of consultation. Approximately 65% of those interviewed in the shoppers' survey did not visit Dursley centre at night, the main reason being that they did not go out in the evening. 20% of those interviewed said that they did not visit 'because they didn't feel safe'. Almost all said that their main concern was that there are 'too many youths', 'not enough Police' and 'poor street lighting'. There are currently four CCTV cameras in Dursley Centre, monitoring is carried out at Stroud Police Station and there is a Neighbourhood Warden for the Dursley Area. 11% of those interviewed rated the CCTV as 'good', 43% 'average' and 14% 'poor'. When asked what additional shops and services they would like to see in Dursley Town Centre, 35% of users mentioned 'More Police'. This is a higher percentage than the other five towns studied in Stroud District.



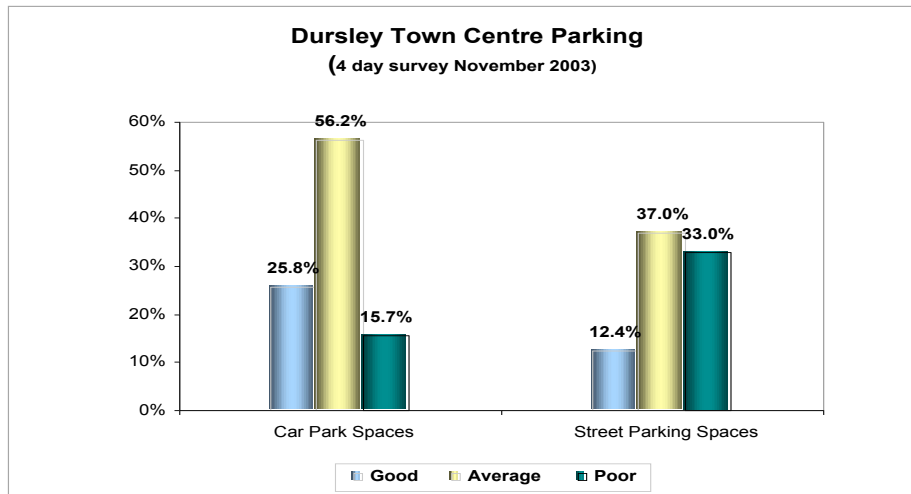
Those who did visit Dursley at night visited mainly to socialise but 2.1% visited to work or shop.

- 4.40 The main shopping area of Parsonage Street in Dursley is pedestrianised but still has to be used by delivery vehicles to access most shops because of the lack of convenient rear access. This pedestrian area could be extended slightly to include the road around the Town Hall and Market Place to provide more market stall space and create safe level pedestrian spaces. In any event, a solution is needed to the mix of pedestrians and delivery vehicles.

Cam & Dursley Centres – Parking

- 4.41 Cam's situation in some measure contrasts with Dursley. With a main road, the A4135, running through what is now the centre of Cam, there are obvious concerns over traffic and parking on that road. These will increase as Dursley's traffic generation increases, since this is the main access point to the A38 and M5 northbound as well as to the rail station and to the local destinations in the Vale. However, there is off-street parking in the centre of Cam and most problems, at least in the short term, seem likely to be related to traffic management. The parking in the Coop and Stroud District Council parks in Cam is quite easily accessed from the main road (A4135) roundabout.
- 4.42 Dursley's centre is almost bisected at present by the A4135 leading from the Vale, through Cam to Dursley and to the Cotswold scarp and beyond. In Dursley, this is severely constricted by listed buildings (the Town Hall, Jacob's House and the Parish Church) as well as eastwards between the buildings of Silver Street.
- 4.43 In consultations, considerable concern has been expressed about the extra traffic that will be generated in Dursley's centre by the Littlecombe and adjacent Crest Nicholson development, as well as by a supermarket. There is some prospect of relief for the existing centre of the town in a road through the new site, but it is not a bypass. There is a perceived need, already recognised in the Littlecombe proposals, to ensure that traffic - road, cycle and pedestrian - in and around the existing centre of Dursley and between it and the new developments in the immediate vicinity, is separated effectively with a view to safety. It is realised that an infrastructure linking footpaths and cycle ways will need to be created bringing new and old components of the town together, rather than creating isolation. Since much of the traffic generated by this, and other Dursley developments, will access Dursley on the A4135 through Cam, the impact of a significant traffic increase in Cam is clearly a major concern (as noted in 4.41 above).
- 4.44 A further concern for Dursley shoppers was the level and location of parking and motorists have identified poor signage of Dursley town centre and car parks. The County Council Roads Department believes that car parking provision in Dursley town centre is adequate but if demand increases with the development of a town centre supermarket, this situation may well change.

The majority of those surveyed in 2003 rated car parking as 'average' or 'poor'. Current redevelopment of the library is now impacting on the provision.



- 4.45 Forty per cent of Dursley shoppers felt that the location of town centre car parks was 'good' and thirty three per cent rated design, layout and security as 'good', although exit from the main car parks, adjacent to the swimming pool on to the A4135, is seen as increasingly difficult at busy times.

Tourism

- 4.46 It is estimated that around 5% - about 450 of the area's workforce - are employed in tourism. Despite the fact that there are more than thirty national visitor attractions and festivals in and around the Vale Vision area and that the Cotswold Way National Trail passes through Dursley Town Centre, bringing many walkers to the area, there is little visible tourist activity or provision in Cam and Dursley.

Given the scenery and the surrounding attractions, there appears to be potential for attracting tourists to Cam and Dursley, even though Cam and Dursley appear to have few major tourist attractions themselves. The old buildings are too often blighted by more recent development, although the newly restored Jacob's House with its small heritage centre, adjacent to the Town Hall, enhances the Town and could provide an example and a focus for more attractions.

- 4.47 One limiting factor may be the very limited hotel and bed and breakfast accommodation in Cam and Dursley. The restaurant and café provision in the town requires development to attract tourists although there have been recent improvements and additions to catering provision.

- 4.48 There is no Tourist Information Centre in Dursley, although a certain level of tourist information is available at the Dursley swimming pool and Jacob's house. The Visitors Guide – 'Dursley, A Town to Explore' – could be improved. At present, Dursley has no Town Centre Manager and there is therefore no one to coordinate and promote tourist management, in spite of the valiant efforts of the Town Trust, who have identified much of interest.

Comments on a recent survey of those who provide tourist accommodation stated that the Town Centre and its shops were not attractive to tourists and that there was little or no promotion of Cam and Dursley as an area for tourism. Some commented that a website promoting the area and its attractions may help, whilst others stated that they felt that there should be more promotion of the County as a whole.

- 4.49 Gloucestershire First's 'Strategy for Tourism in Gloucestershire'¹⁴ concludes that:

- The leisure and tourism industry is critically important to Gloucestershire and there is potential for further growth if new visitors can be attracted to the county
- Gloucestershire is primarily a 'short break destination'. Any strategy should seek to grow this business in terms of numbers and spend
- 'Events' will be critical to achieving this
- SWRDA support should be sought to develop a coordinated marketing strategy based on a 'Gloucestershire and the Cotswolds' branding
- Changes are needed in the ways Tourist Information Centres operate
- The Workforce Development Plan¹⁵ should be delivered as a priority

Farming

- 4.50 Concerns were expressed throughout the consultation process about the future of farming in the area. Although only 2.2% of the Vale Vision area's workforce, around 200 people, now work in agriculture and forestry¹⁶, the industry has a vital role to play in maintaining the beautiful countryside on which so much of the area's appeal rests.

- 4.51 Following the foot and mouth outbreak considerable efforts were made to identify ways in which the industry might diversify whilst retaining its key role in the countryside. The imminent changes in the Common Agricultural Policy will also have a bearing on the future of the industry. It is interesting to note that the Stroud Valleys Project, in partnership with the Farming and Wildlife Advisory Group and the Severnside Project, is running a project which is actively involving local farmers in biodiversity and environmental improvement work in conjunction with their local communities.

¹⁴ Report on the Leisure and Tourism Sector in Gloucestershire - 2003

¹⁵ Workforce Development Plan – Tourism Skills Network South west

¹⁶ 2001 Census

4.52 Gloucestershire First's Agricultural Strategy¹⁷ suggests a wide range of actions to encourage diversification including:

- Diversification into other food products including organic foods
- Diversification into non food products such as energy crops
- Tourism
- Reuse of redundant farm buildings
- Undertaking developments which are environmentally acceptable
- Working with local authorities to ensure that affordable housing is available for employees
- Encouraging part time farmers (it is suggested that only fifty percent of farmers work full time) to acquire additional skills to increase their incomes

The interest in and support for farmer's markets, held in Cam and Dursley, is indicative of the potential for development.

4.53 Our consultations show support for farming in the area since, in addition to the contribution farming makes to the national economy and to Britain's self sufficiency in certain foods, the industry is the best custodian of our countryside.

The Environment

4.54 The protection, maintenance and improvement of the area's environment, built and natural, is a major concern for a great many of those living in the Vale Vision area. There are Ancient woodlands, Iron and Bronze Age sites, attractive villages and towns, features set in a landscape that appeals to residents and visitors alike. We appreciate that our area is a living community, and we believe that we must take every step to secure and enhance what is best in our environment, whilst recognising those areas that reflect past damage and dereliction. Specifically, the Plan area contains fifteen designated 'Ancient woodlands', which also contribute to the total of key wildlife sites; there are ten scheduled monuments; one historic park and garden; four designated conservation areas in Stinchcombe, Nymphsfield, Uley, and Dursley, sites of special scientific interest. It adjoins the Severn Estuary, which is of international importance for wildlife sites as shown by its designation under the Ramsar convention for protection of wetlands.

4.55 Consideration of the environment affects all parts of our area and all of the activities that take place within it. A prime concern of any environmental strategy must be to ensure that any action proposed is sustainable and that we leave to our successors an environment which is no worse than and, if possible, better than the one we inherited. There is a clearly expressed fear within the Vale Vision community that the natural environment and built heritage in the area has been and is being eroded, that there has been a decline in wildlife habitats, that the open Cotswold grasslands are being lost, the environment of

¹⁷ Agricultural Strategy for Gloucestershire – Gloucestershire First – p1 et seq

some villages has been damaged and others need to be protected, that there is little sustainable activity in everyday life and that the historical links between town and countryside are being lost. In the urban context there is concern about the number of unsightly derelict sites, the failure of new buildings to 'fit in' with the existing built environment and the deteriorating condition of the public realm in Cam and Dursley.

4.56 Despite these concerns we are pleased to note the number of environmental projects that were ongoing at the time of consultation or are proposed. These include:

- The 'Wetlands' project in Cam
- The 'Breakheart Quarry' project to develop a nature reserve on a derelict site owned by Magnox electric, formerly used for destructive testing of steel pressure vessels
- The parish-focused 'Severn Vale Biodiversity Project' which is run by a partnership of Stroud Valleys Project, the Farming and Wildlife Advisory Group, and the Severnside Project
- Stroud Valleys Project's work to create skilled, self-sustaining community groups that are able to manage and care for their local environment
- The joint work of Stroud Valleys Project's and local residents to undertake parish land use and wildlife surveys
- Work restoring neglected urban greenspaces into wildlife havens and places for informal recreation used by the local community
- Parish and Town Council's design and feasibility studies for the improvement of the centres of Cam and Dursley in partnership with the Cam and Dursley Historical Society and the Dursley Town Trust (see also The Economy)
- The work of Joint Woodlands Committee covering Cam, Dursley and Uley which may be able to deliver bio-diversity projects
- The Gloucestershire Bio-diversity Action Plan (that includes both Habitat and Species action plans) published by Glos. Biodiversity Partnership. This work may lead to a Biodiversity Action Plan for the Cam area
- The map of woodland walks produced by the Joint Woodland Management Committee, with backing from Dursley Town Council, Forestry Commission, etc

4.57 In addition to these opportunities, consultation identified opportunities to:

- Prepare 'village design statements' to guide the development of villages
- Create a 'rural/urban landscape group which would include Cam and Dursley
- Set up a 'Greening the town' initiative which would seek to achieve improvements to the landscape of the Vale Vision towns by influencing planning decisions and enhancing existing spaces

These and any other initiatives would require local collaboration with the appropriate environmental bodies, drawing on the appropriate expertise of members of the Gloucestershire Biodiversity Partnership.

Social and Community

- 4.58 It was apparent from early consultation meetings that particular issues were important to the community and working groups were constituted to engage specifically with the concerns of the younger people and the elderly and Healthy living. The Steering Group explored other perspectives considered by the working groups.

The Young

- 4.59 The Youth Survey¹⁸ indicated that:
- Almost 90% of those questioned liked living in the area. They liked the countryside, the 'peace and quiet', good local schools, the area felt safe, and the community were friendly
 - The main concern was the lack of things to do – poor facilities/lack of leisure activities and anti-social behaviour and vandalism
 - Public transport is inadequate or non-existent; expensive and does not run in the evenings. This is particularly the case for those living in the parishes inside and outside the area as a whole, and the main Cam/Dursley area and for access to leisure activities
 - Half would like still to be living here in fifteen years but thought it would be difficult to find employment.
- 4.60 The overriding concern is that young people feel that there is not enough to do in the area. While they like the rural environment and local amenities like the swimming pool, playing fields and convenient local schools and shops and many think it would be a good place to bring up a family, they are plainly frustrated by the lack of facilities to meet their immediate needs. The other major linked concern is transport – many young people are unable to get to leisure facilities without depending on their parents or someone with a car. It may be that with better knowledge of the existing public transport more of them would use the available buses and trains. This would not answer the problems of those wishing to go anywhere on a bus route after six o'clock.

The Elderly

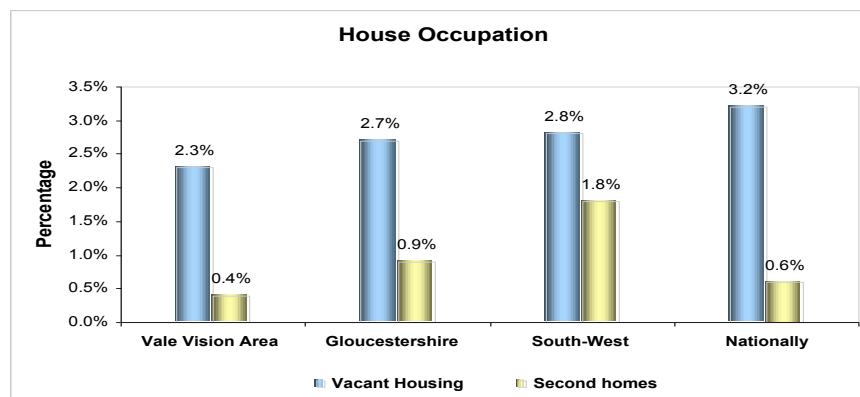
- 4.61 The working group considered in detail issues confronting the elderly and identified the following as the key issues.
- Although there are many and varied activities and projects for older people in Cam and Dursley run by public and private bodies, information on what is available is seen as hard to find, or in some cases is out of date

¹⁸ Cam & Dursley Youth Survey 2003

- There may be a need for more residential care in the area - there is no residential care in Uley - further research into demographic trends is needed
- Further opportunities for social events, befriending etc would be welcomed by many of the increasing number of elderly people
- Public transport is seen as a major problem (see also the transport section)
- Clothes shops stocking goods for older people are needed following the demise of shops in recent years
- The particular needs of older people in the surrounding parishes, often living alone, were recognised by the working group and seen as a priority for Parish plans

Housing

4.62 Housing provision was seen by the community to be an important issue in terms of community well-being. There are almost 7,900 Dwellings in the Plan area of which only 184 of the housing stock are vacant, which is lower than county, region and national averages. Only thirty two dwellings are second or holiday homes, which again compares favourably with county, region or nationally.



4.63 The total stock of local authority housing in the area amounts to 1,077 dwellings. According to the Stroud Housing Needs Survey 2004, the Cam/Dursley grouping shows the highest proportion of Council-owned properties of all the sub-areas in the District – 24% of the total housing stock. The proportion of private-rental properties is correspondingly the lowest, at only 1% of the stock. Cam/Dursley also shows the highest proportion of the stock being purpose-built flats (11.4%), reflecting the high numbers of Council-owned flats in the area. There is stated to be an overall *balance* of need and supply of social housing in the Cam/Dursley area. However, there is a shortage of two bedroom bungalows in the social housing stock. The Housing Needs Survey shows us that while people attempting to access social housing show strong preference for houses rather than flats, most will be offered only flats. The majority of households within social housing either moving or coming from the private sector are households with dependent children. In Dursley, there are 180 two-bedroom Council owned flats. While these flats cannot be said to be 'hard to let', SDC Rehousing Department reports that these flats are unpopular with households with children, due to the lack of play or garden space and

problems with transporting children along with prams or buggies, up communal stairways. Local authority planned maintenance takes place every five years. External decoration of all dwellings is undertaken in a five year rolling programme. The final phases of the window replacement programme will take place in the remaining areas of Cam (2004) and Dursley (2005). A recent proposal (2004) for the transfer of responsibility for social housing to a management company was rejected by residents and the position is still under review.

- 4.64 Stroud District Council is currently seeking to deliver a target of supporting the development of 9,400 new houses by 2011. By March 2004 circa 5000 houses had been built. Major sites for new private and affordable housing identified in the Cam and Dursley area¹⁹ include:

Site	SDC Local plan numbers	Local inspector recommends
Lister Petter	600	600 including affordable housing
Crest Nicholson	90	90 including affordable housing
Union Street	30	55 no affordables

- 4.65 In the Plan area the average house price is more than eight times average earnings and there has been a large increase in the number of households accepted as Homeless.²⁰ The main housing concern identified through our consultations was the need to increase the supply of affordable housing, whether it is available to buy, to rent or to purchase through a shared ownership arrangement. The latest Housing Needs Survey (SDC 2004) shows that there are at least 300 households whose needs are not being met in the District as a whole. 3.9% of people in this area report that their home is inadequate for their needs (2nd highest in the District) with a large proportion of these reporting that their home is not suitable for the needs of children.

Education

- 4.66 Apart from widespread concern about the visibly poor physical condition of many of the buildings at Rednock School, the large comprehensive school serving the whole area, few concerns were expressed about the quality of educational provision in the area.

Educational attainment at Rednock School is above local and national levels and the school has recently achieved Science College status. The number of permanent exclusions in the past year from Rednock School is the same as the LEA average for 2001/2. The school has expressed a keen interest in developing better links with the local community and is considering a role as an

¹⁹ Stroud District Council Local Plan

²⁰ SDC Homelessness Review, July 2003

'extended school'. Community facilities are already on the site, albeit with limited availability.

- 4.67 No concerns were expressed about primary education and gaps in nursery and pre school provision are being addressed for approximately 170 families in Cam and Dursley, through the GL11 Project, 'Sure Start' and 'Neighbourhood Nursery' schemes. There is a need to identify and address gaps in pre-school provision in the more rural areas. During 2005, a Children's Centre will be set up at Dursley Primary School, based on the existing Sure Start Programme. It is approved by the DfES and aims to deliver a range of holistic services for children, aged 1 – 4 and their families. This will include health, family support, training, parenting, outreach, home visiting, integrated early education and childcare.
- 4.68 All schools in the area are, or will be, connected by broadband. Computing courses for all levels, including e-mail use and website creation are available through Stroud College. Lifelong learning is developing through the 'Testbed Learning Centre' in Cam, linked to GL11 and has also been provided by outreach courses at Dursley Centre run by Stroud College, albeit that the future location of that centre is under review.

Health

- 4.69 Our area is generally felt to be well served by the health services. The national average number of patients per GP is 1850. The average number of patients per GP in the Stroud/Berkeley Vale Primary Care Trust area is 1813. The Plans to develop over 700 houses in Dursley will bring new patients into the area and concerns were expressed during the consultation about the provision of a surgery to meet the new demand. There are already modern primary care facilities in Dursley, in Cam and there is a GP surgery in Uley.
- 4.70 The national Standardised Mortality Ratio is 100. In the Stroud and Berkeley Vale area the mortality rate is:
- Coronary Heart Disease - 97.48
 - Stroke - 95.01
 - Suicide - 98.5
 - Cancer - 89.9

The incidence of the above illnesses in the Vale Vision area is below the national average. Similarly, accident mortality rates per 100,000 covering the whole Berkeley vale PCT, at 14.8, compare favourably with a national figure of 16.3. However, hospital admissions are above average at 356.9 per 1000,000 compared with 313.9 nationally. Acute services are centred on the

Gloucestershire hospitals foundation trust (Gloucester and Cheltenham) and there are Community Hospital facilities at Stroud (with A & E) and Berkeley.

- 4.71 There are 11,484 NHS patients registered with the three dental practices in the area - this is quite good for Gloucestershire. Two of the three practices have a high level of commitment to the NHS and one practice is in the process of expanding its NHS commitment
- 4.72 Health and Social Care authorities report that it is extremely difficult to find carers, especially home helps etc. throughout Gloucestershire and community nurses and health visitors are also stretched and difficult to recruit.
- 4.73 Problems with access to health and social care were identified as an issue in the consultation. These result not only from a lack of provision of some types of care but also as a consequence of services being provided in locations or at times that make them difficult for people to use. Vale Vision would wish to work with the Cotswold and Vale Primary Care Trust and the local Social Services Department to identify the changing needs for health and social care in the local community and work with these and other organisations to encourage the development of local services to meet those needs.

Culture, Heritage, Sport and Leisure

Culture and Heritage

- 4.74 Consultations reflected some immediate concerns regarding the existing infrastructure provision for the cultural interests of the area.
- There is no local cinema – the nearest is Gloucester, although a small facility exists in Wotton and a new cinema is due to open in Stroud
 - Although well used for DODS, Male Voice Choir, Dances etc, the Lister Hall is old, has poor access, limited facilities, substantial maintenance costs and its future as a privately owned club, which has served the community for many years, is not assured
 - Kingshill House, a charitable trust in a Georgian Listed building, provides excellent small group facilities for classes, groups, small concerts and exhibitions but space is limited and the existing rooms cannot accommodate larger events.

There is a widely perceived need for a large modern auditorium in the Vale Vision area, which could be used by the flourishing local dramatic and musical organisations, as a conference/event facility, a daytime sports hall as well as being used as a cinema.

- 4.75 On a more positive note, Prema, the arts centre in Uley housed in a converted chapel, supported by the District Council and South West Arts, has exhibitions and performances by professional artists and musicians. Dramatic and musical

performances for smaller audiences take place in the numerous parish, school and church halls of the area. The town and parishes each have a hall, and there are several other community and church halls. The major problem for each hall is the regular maintenance and repair costs.

- 4.76 The new Parish Resource Centre facility being planned at Chapel Street in Cam and part funded by Stroud District Council will have a range of facilities. Although not its primary function, the Centre with potential community centre development at Rednock School, will help to address some of the issues over the cost and availability of venues for cultural and leisure activities.
- 4.77 The only library is in Dursley, although the other parishes are served by the County travelling library. A new county library of contemporary design will be built in the next year and it will provide infrastructure services on a 21st century basis.
- 4.78 The opening of Jacob's House in the centre of Dursley in 2005 is a welcome addition to the area's attractions and incorporates a small heritage/information centre. The nearest museum of any size is Stroud, although the Jenner museum in Berkeley is of great historic interest.
- 4.79 There is a wide range of cultural and leisure organisations in the area including the Dursley Operatic and Dramatic Society, Dursley Male Voice Choir, Dursley and Cam Society and Stinchcombe Band to name but a few. There are a number of other church-based groups, which provide community support in relation to such things as hospital transport and lunch clubs. The WI is active in Cam and Dursley. There are also dance clubs and gardening clubs. Many of these groups have a substantial membership and make a considerable contribution both to their members and through their activities to the wider community, as do the well supported Scout and Guide bodies.
- 4.80 The area is home to a number of events including Dursley Town Festival and the annual Lister Steam Rally at North Nibley, which could be developed to enhance its appeal. The Chamber of Trade is slowly redeveloping the Festival and the Steam Rally is now attracting large numbers from a wide area.
- 4.81 In its historical association with the woollen industry, with the world-wide reputation of Lister Diesels and with the unique Pedersen bicycle, the area has an interesting industrial heritage. The link to William Shakespeare, the rise of Methodism in the area and a rich local history from pre-historic times provide further scope for developments in the heritage field. This is already reflected in the recently restored Jacob's House exhibition.

- 4.82 News, events and society reports within the Vale Vision area are covered by The Gazette weekly newspaper. The Citizen daily newspaper (except Sundays) covers Gloucester, the Forest of Dean and Stroud district. Both provide a vehicle for the promotion of interest in local culture, heritage and sport.

Star107 FM radio in Stroud covers local events, as does BBC Radio Gloucestershire and the county commercial station, Severn Sound. The community radio station, Cam FM, runs a weekend service once a year from Kingshill House. The operators are seeking to expand the area of coverage and to broadcast more frequently and the potential as a tool for community development is obvious.

Sport and Leisure

- 4.83 There is an extensive and generally well supported range of sports and leisure clubs in Cam and Dursley, which use the following facilities: (see Healthcheck 68-79)

- Dursley Pool and Leisure Centre
- The Sports Centre, with Community Centre facilities, is located at Rednock school and has consequent restrictions due to shared use. The Sports hall is relatively old with competition for use of the limited space by badminton, tennis, indoor football, etc. Overall this is inadequate and the Rednock School development requires extra facilities for school and public use
- Rednock School has an additional, dedicated sports field/athletics grass track (not on the school site). However there is no all-weather football pitch, a matter currently under discussion and linked to school development and supermarket site proposals.
- The Courtyard Fitness Club is a privately owned facility located in Dursley
- Playing Fields, for both schools and private use, are widely distributed in Cam, Dursley and the surrounding parishes
- Dursley Recreation Ground, which has old style pavilion changing facilities and limited tennis (hard court) facilities.
- Slimbridge FC ground used by the successful Hellenic League side
- Dursley Rugby Club/Stinchcombe Cricket Club share facilities at Stinchcombe
- Bowls Club facilities exist in Dursley and Cam
- Golf is played at Stinchcombe Hill

- 4.84 Clubs in the area using public open space or private facilities for meetings and activities include Dursley and District Athletics Club, Dursley Road Cycling Club, Angling Clubs, the Gliding Club at Nympsfield aerodrome, Rifle/pistol and clay pigeon shooting, Hockey, Martial Arts and Moto X. In the leisure field, the Dursley Birdwatching and Preservation Society and the Ramblers Association are very well supported effecting also local environmental awareness. There are thriving pub sport skittles and darts leagues.

4.85 There is particular concern about the following:

- The Rugby Club has a need to extend the playing fields areas and related changing and social facilities. It is highly successful with some 600 registered members and an active youth development programme. It is no longer possible for all junior teams to play home fixtures at the same time and the access parking and changing facilities all require improvement. The club already shares the space with cricket on a year round basis and with the Athletics Club and is currently seeking to explore the purchase of ten acres of adjoining open land from Gloucestershire County Council to permit the relevant development. This is a key issue for two major sports in the area. At present, the Athletics Club, also thriving and actively engaged with young people have no permanent running track and use school facilities when available
- There is no all weather pitch in Dursley or Cam to enable schools and clubs to make extensive use of the facilities
- Skate Parks are currently being developed for young people in Cam and Dursley to satisfy a clear demand. Further investment in these facilities may be required
- Sports limitations in context of Rednock School development (also related to Community Centre Needs)
- A shortage of indoor sports facilities during the day when the Rednock Centre is fully utilised by the School
- Tennis facilities are limited and public access is problematic

4.86 The Town Centre Users Survey (Nov 2003) asked questions in relation to parks and open space. In answer to the question of whether there is enough open space in the Dursley area, 56% said yes, 39% said no (5% don't know). Despite this almost three quarters of respondents said they didn't use any open spaces. Of those who did, the Recreation Ground, Local Woodland and Kingshill area were named as the public open spaces used. The most popular activities included walking, taking the children to play, walking the dog and picnicking.

Principle areas of public access open space include;

- Stinchcombe Hill
- Cam Peak and Long Down
- Uley Bury and adjacent woods
- Breakheart Quarry
- Wetland areas in Cam
- There are small allotment areas in both Cam/Dursley with a good demand for same

4.87 With a population of 18,300 the Vale Vision area would require 43.92 ha of open space according to NPFA standards. The present allocation²¹ provides 41.94 ha. The area has therefore a deficiency of 1.98 ha of open space, which may surprise local people, given the wide ranging network of public rights of way and permitted access to privately owned woodland.

²¹ Stroud District Local Plan

Transport and Traffic

Road access (See Healthcheck, pages 81-99)

- 4.88 Although Dursley and Cam are within 2-3 miles of the M5, there is no direct access to the motorway, the nearest access points being at Falfield (some 8 miles south) and Whitminster (some 6 miles north) on the A38. The A4135 passes through Cam and Dursley from the A38, before climbing the steep Cotswold Scarp at Whiteway Hill, a potentially hazardous route particularly for heavy vehicles. A network of B and minor roads link the area, many being narrow and lacking pedestrian provision. Apart from Uley (and Owlpen), the parishes are not linked to Dursley and Cam by easy road routes, the journeys tending to be somewhat circuitous.
- 4.89 No major road improvements are planned in the area at the time of this assessment, although Gloucestershire County Council is currently consulting on its 2nd local Transport Plan and some improvements, such as The Gloucester South West bypass, may help access to the west of the county, previously limited by a long detour round Gloucester city or the Severn Bridge (the potential for a 'local crossing' in the Sharpness-Lydney area, sited in the area of the railway crossing destroyed in the 1960's, was raised in consultation.)
- 4.90 Around 30% of local people travel to Dursley town centre by car, 28% walk and 4.5% travel by public transport. Of those who travel by car, half said they would not consider other forms of transport, the main reasons being that these would be 'inconvenient and buses are infrequent'.
- 4.91 The key areas of pedestrian/vehicle conflict are:
- In the vicinity of most schools, particularly Rednock Secondary School
 - Silver Street in Dursley town centre, where the A4135 narrows and the footpaths are narrow
 - Entrances to Dursley town centre car parks
 - The pedestrianised area in Parsonage Street, Dursley, where most shops lack rear access for delivery and vehicles mix with pedestrians
 - Cam High Street
 - On many minor roads and lanes used to access places outside the urban area, including popular open spaces such as Stinchcombe Hill and Cam Peak

Public transport

Information

- 4.92 There is a weblink to the Traveline website which provides a journey planner for public transport. Information on school transport is also provided on Glosnet and the library in Dursley, Dursley Town Council and Cam Parish Council

offices have information points where people can use computers to obtain on-line information on local authorities and public services. However, bus information is not felt to be adequately promoted to current non-public transport users and no bus timetables are available on-line.

Bus services

- 4.93 In a recent survey²², only 6% of respondents stated that access to town centres by bus is 'good' with 15% rating it 'poor'. All parts of the Plan area are largely dependent on private or taxi transport to work outside the 'traditional' working hours of 0700 –1800. Most daily services run on Saturdays and there is a more limited Sunday service. Outlying villages do not have any direct transport connections to employment locations outside the area. The 'Little Green Bus' service, introduced by a partnership of Cam, Coaley and Slimbridge Parish Councils some 4 years ago, is now operated by the County Council. It continues to link the outlying areas with the centre of Cam, as well as providing an additional link to the railway station, although limited to one day per week.
- 4.94 In Dursley the bus station acts as a terminus for several services, while the rest stop conveniently near the town centre. This can create difficulty for bus interchange, particularly for the mobility impaired.
- 4.95 The Village Link bus service, which connects outlying villages with the centres of Cam and Dursley, has recently been improved and has increasing user numbers. The County Council is undertaking a review of the bus services in the area to co-ordinate the Village Link, existing community transport and bus services operated by commercial bus companies. This follows an initiative by Vale Vision and the 'Sure Start' scheme for Cam & Dursley to survey demand in the area.
- 4.96 No national coach routes serve the Vale Vision area. A coach to London can be caught at Stroud, ten miles away, but most trunk routes require a change at Gloucester or Bristol.

Trains

- 4.97 Located on the main line adjacent to the M5, Cam & Dursley station is one hour's journey by foot from Dursley, half an hour from Cam. The dedicated rail link bus service from Dursley and Cam that connects the town centres and some outlying estates to the station does so only between 7 am and 7 pm. Other bus routes do not serve the station - the nearest stop being a half-mile from the station. There is no Sunday train service and no connecting bus service to the station after 6.30 pm on any day. Connections between the rail bus service and other services are not integrated. Outlying villages have no

²² SDC Street Survey, November 2003

direct bus connection to the station and changing buses can mean lengthy journey times.

- 4.98 The train timetable is inconvenient for travel to Gloucester and Bristol at morning peak times. There is no arrival in Gloucester between 0818 and 0924 and a similar gap exists in the Bristol timetable. Trains stop infrequently and access to the *national inter-city rail network* requires awkward changes at Stroud or Gloucester, or travel to Cheltenham or Bristol Parkway stations - both over 20 miles by road with no easy public transport access.

Village access

- 4.99 Access to and from the surrounding parishes by public transport varies. Uley is the best served, followed by Coaley, Stinchcombe and Nympsfield (all are served by the village link, see para 4.95). Generally, public transport services are not available in the evenings or at weekends and journeys to key Health facilities, such as the acute hospital sites in Gloucester and Cheltenham, are problematic for those in the outlying parishes reliant on public transport.
- 4.100 The latest departure of bus services from Dursley and Cam to outlying villages is approximately 1830 on both Friday and Saturday evenings. There is no public transport after this time to or from the outlying villages, or from outlying parts of Cam and Dursley to the centre.
- 4.101 All services are within easy reach by car from all the settlements in the area, for example the journey time to Gloucestershire Royal Hospital is approximately 40 minutes. For access to local services in Cam & Dursley, car journey times are at most some 15 minutes.

Cycling

- 4.102 There are no designated cycle routes between towns and villages, to Dursley and Cam centres, or in Dursley and Cam. The County Council's proposals for a Cam Valleys Cycleway from Cam and Dursley Station, via Cam and Dursley centres, to Uley have been put on hold until major land developments take place. The pedestrian hazards noted in relation to roads apply to cyclists as well and there is strong support for the cycle and footway in the interests of leisure, health and safety. (see para 4.91)
- 4.103 There are few facilities for cycling in Dursley. Cycles are banned from Parsonage Street, and although there are seven cycle racks in the pedestrian area between Parsonage Street and Castle Street, there are no other facilities nor any obvious signage.

Travel to Schools

- 4.104 There are four primary schools, one secondary school and a special school in Cam and Dursley. Access by foot involves distances of up to two miles and involves many students crossing a main 'A' class road and for others a 'B' class road, besides residential roads and narrow lanes. Again the same hazards apply to pedestrians' and cyclists' routes to school.
- 4.105 Schools are at various stages of devising travel plans that the County Council will take into consideration in its Highway plans. The Littlecombe development will clearly impact on the present, already very congested Kingshill area, where the Rednock School buses and local traffic compete with pedestrians for the available road space at peak times.

Transport for the frail, elderly, disabled and the young

- 4.106 There is demand from the elderly, young people and young parents in Dursley and Cam for evening transport to town centres and for improvements to services from Nympsfield, Uley and Coaley to Dursley town centre both day and evening. An extension to the Village Link bus service has been negotiated and has provided extra services; to Berkeley hospital, to and from Nympsfield to Gloucester and to the neighbourhood nursery service at the SureStart centre in Highfield.
- 4.107 Public transport for disabled people is made more difficult by an insufficient but increasing number of low floor buses, inadequate waiting places at bus stops, and by infrequent services in outlying parishes.
- 4.108 Stroud & District Volunteer Bureau run both Ring & Ride and a Volunteer Car Service in the Vale Vision area for people who are elderly and frail, wheelchair users or people whose disability makes travel by public transport difficult or impossible. The Dursley and District Transport for the Elderly organisation also provides transport for the disabled.

Parking

- 4.109 See paragraphs 4.41 – 4.45 regarding parking in the Dursley and Cam centres. Parking in many of the older suburbs is now frequently congested, creating safety issues. Parking in the parishes, especially in the vicinity of visitor attractions, such as the Sharpness canal at Slimbridge can be problematic at peak times. Parking around all schools is hazardous for those arriving on foot, on bicycles and even those passing through the areas at the start and end of the school day.

Deprivation indicators

4.110 Many of the issues outlined in this section have an impact on the degree of deprivation experienced by some residents in the area. Jobs, health, accommodation and access to services are all important in this context. Unemployment, poor health, lack of affordable housing, and limited opportunities for training can be reflected in low incomes, many of the area's wards being in the top 25% of deprived wards in the County and in some categories in the top 25% nationally, as illustrated in the table below.

Summary of Deprivation Data for the Vale Vision Area - most deprived Super Output Areas 2004 GCC Maiden Data			
Measure	National Top 25%	County Top 10%	County Top 25%
Multiple Deprivation			Cam West Dursley
Income	Dursley	Dursley	Cam West Dursley
Employment			Cam West Dursley
Health & Disability			Dursley
Education Skills & Training	Cam West Dursley	Cam West	Dursley
Barriers to Housing & Services	Coaley Uley		Coaley Uley
Income Deprivation affecting Children	Dursley	Dursley	Cam West
Income Deprivation affecting Older People	Dursley	Cam East Dursley	Cam West

4.111 The 'MAIDEN' database for Gloucestershire, which provides data on a ward by ward basis, enables comparisons to be made locally, regionally and nationally, in relation to the key indicators of the quality of life experienced by residents in the area. The table above shows that Dursley, parts of Cam, Coaley and Uley all have significant problems in particular areas.

5 *The Parishes*

Working Together

- 5.1 The rural areas that surround Cam and Dursley are important to the overall regeneration of the Vale area. As part of developing our Plan, the parishes of Uley, Coaley, Slimbridge, Stinchcombe, Nympsfield and Owlpen, which historically looked to Cam and Dursley for shops and services, were asked to comment on our ideas so far and to add their own thoughts about the regeneration of the area. They were also asked to tell us what projects they were themselves developing. Some parishes were working with their communities but not ready to submit plans, so these will be incorporated at a later stage.
- 5.2 Some of the issues such as transport, have been highlighted earlier in this Plan and the difficulties experienced by those who are not car users must be stressed. Uley has a doctor's surgery but the parishes of Coaley, Slimbridge, Stinchcombe, Nympsfield and Owlpen must access Dursley or Cam facilities. Only Uley is served by a dentist. Coaley, Uley and Slimbridge have limited shopping facilities in the village shop but only Uley of these parishes is served by a Post Office.

Vale Vision has been able to support some of the parishes through a survey of bus transport leading to extra village link services and has also supported Quick Win applications.

- 5.3 The following sections were submitted by parishes themselves as their contribution to the Plan. We have tried to encompass their ideas into the strategic actions in this Plan, and we endorse and support their initiatives.

Uley

- 5.4 Uley has shown considerable interest in the Vale Vision Strategic Plan and a representative regularly attends Steering Group meetings. We welcome their contribution to this Plan.
- i) YOU (Youth of Uley) - this project is to appoint a paid Youth Worker whose role is to develop initiatives for young people; liase with other youth oriented organisations; and provide advisory services to young people. The post is being jointly funded with another local Parish. So far, the post has been advertised, but no appointment made. The working group doing the recruitment are concerned to get a really good person, so any means of advertising the post more widely would be appreciated!
- ii) Children's Playground - the children's playground in Uley is 25 years' old and is at the age where parts of the equipment need complete replacement. Currently there are two swings needing replacement. Funding for this comes partly from Uley itself, and from bids to Stroud (DC) and Gloucestershire (CC). We would

like this including in the Strategy, to point out that these kinds of facilities do need constant maintenance in order that they continue to meet health and safety standards (otherwise they are forced to close, and there are villages and towns round the country where this has happened and the facility simply disappears).

- iii) New sports pavilion - the old one is too small and in need of modernisation. There is a working group which has developed plans for the replacement, which will contain additional facilities as well as bigger and better changing rooms. Planning permission has been obtained and a local (volunteer) architect is trying to finalise the plans. Some monies have already been raised to help fund the building. Help would be appreciated to finish off the building specification which is required before they can go out to builders to get quotes.
- iv) Affordable Housing - this is a key project as this is exactly the kind of development to help keep villages 'alive' long term. So many houses in villages are too expensive for local people to afford, and so they are forced elsewhere. Those with the skills needed to sustain the village as a working community are lost and the village's surviving residents become dependent on services imported from other areas. Uley has undertaken a housing needs assessment, in conjunction with Stroud (DC), and we have identified a number of residents who qualify for affordable housing and wish to stay living in the village. We have identified a site and there is an architect and housing association involved with us and with Stroud. Progress is a bit slow at the moment because there is another bigger project also going on in Stroud at the same time. Giving some prominence to these kinds of projects is very important, so its inclusion in the Strategy is equally important.

Uley's Comments on the Vale Vision Strategic Plan

- (a) We think that it is quite a good strategy, but it needs something in it about how Parish Councils see the development of their local village communities. As a Parish Council, we look to ensure an integrated and sustainable community with sufficient facilities to keep the village 'alive' - this means as a minimum a local post office/village stores within easy reach of most residents, local healthcare facilities, local school, local recreational facilities, good public transport, a local pub or equivalent and affordable housing (especially to enable younger people to stay in the village). We would expect most jobs to be outside the village, but the availability of cleaning, gardening, etc jobs within the village is always a 'plus' for residents who need work but don't have a car to travel externally. We would also need easy access to hospitals, shops, and other facilities in towns, such as Dursley. So that services and facilities that would not be possible in a village are therefore needed nearby.
- (b) The Project Themes are a bit confusing - we were looking for a specific reference to services for the elderly and found it included in the Theme on 'healthy living', where it covered a lot of ideas which are nothing to do with health. We think it should be a separate Theme in its own right, then the ideas make more sense
- (c) We could not find an easy place to refer to Affordable Housing. It doesn't fit into the Themes easily but has to be somewhere. It is very important to villages. We are actively looking for Affordable Housing in Uley and have

already undertaken a Housing Needs Survey, which identified a number of residents with urgent need for such Housing. Perhaps the Housing Needs Survey could be included. Geoff knows what we have been doing, so may well have a view as to where we can include it.

(d) Turning to the Project Themes themselves, we thought of some additional ideas, some of which are based on what we are doing in Uley as follows:

- Jobs and Skills - first, attract more new business to the area by encouraging businesses away from city centres to our area, with the imminent arrival of Broadband and less expensive office accommodation costs; and second, ensure the retention and promotion of village schools, both to encourage the wider use of local educational facilities and to attract teachers of the highest calibre.
- Conserving and enhancing the natural and built environment - improve road surfaces (some are so bad now, that they make the whole area look tatty and unattractive)
- Investing in Young People - put in a general reference to more local sports facilities here, as well as in the sport section. In Uley we have started a specific youth project called YOU (Youth of Uley). This is worth mentioning in the strategy.
- Enhancing cultural, sporting and leisure facilities - We have been supporting a lot of this kind of development in Uley. We would suggest firstly, a general reference to playgrounds and facilities for younger children, not just playing fields; and secondly we would like specific reference to our Uley projects, the Pavilion for the Playing Field and the Uley Bury Regeneration Project. We also continue to support our local playground (we know that many parishes have abandoned these for financial reasons), and thought that there should be reference to this. We don't know whether it might be useful to mention completed projects, such as our Millennium Field, which provides a welcome open green area for all residents to enjoy (including the elderly).
- Transport - again, refer to improving road surfaces and also refer to the Uley Project for road calming measures to cut down on accidents.

Slimbridge

5.5 Slimbridge Parish Council are in the same position as the other small parishes in that they had not written a Strategic Plan. However, at their Parish Council meeting they requested that they would like the two main priorities stated below to be included in the Plan.

- The maintenance of Slimbridge roundabout
- The problems with parking at Shepherds Patch now that British Waterways are encouraging more tourism on the Gloucester & Sharpness Canal

Coaley

- 5.6 Coaley is a thriving parish and has a history of community, caring for both the young and elderly and developing plans for the benefit of all groups. Coaley Parish Council were not in a position to submit a plan but did provide general ideas of the themes they were considering and requested support for a project for young people.

The important issues for Coaley are:

- i) Provision of new facilities for our young people, particularly teenagers (project underway headed by Coaley Community Action Group)
- ii) Affordable housing to allow Coaley young people to remain in the village
- ii) Smaller unit housing to allow current residents to downsize and remain in the village
- iv) Good transport links, bus and rail. Timetabling such that trips to Gloucester and Bristol are achievable
- v) Maintaining good numbers in our primary school
- vi) Ensuring that the village hall is refurbished and continues to be a focal point for village activity.

Stinchcombe

- 5.7 Stinchcombe were contacted in writing and by telephone but did not have any issues that they wished to included at this stage.

Nympsfield

- 5.8 Nympsfield, being a smaller parish were in a similar position to Stinchcombe in that they did not have issues to be included in this Plan.
- 5.9 It was agreed with both parishes that Vale Vision would contact them at the next revision of the Plan.
- 5.10 Although it has only been possible to include comments from three Parishes they are the larger parishes and many of their issues will be shared to a greater of lesser degree by the other smaller parishes.
- 5.11 It is interesting to note that many of the issues faced by Cam and Dursley are endorsed by the surrounding parishes and have been endorsed in our themes and encompassed in our project plans. The issues for the young and the elderly, affordable housing, and good transport links are important issues for all communities and essential to enjoying quality living in rural areas.

Vale Vision endorses the work of the parishes and will continue to work with them as necessary in developing their own parish plans.

6 Planning for Change – The Projects

- 6.1 In the previous sections we have described the community consultation processes that helped to identify the challenges facing Cam, Dursley and the surrounding parishes, our aims for the area and our starting point.
- 6.2 In this section, the heart of the Community Plan, we summarise the issues that have arisen and link these to the development themes that relate to the vision and aims of the community. We then detail, individually, the major projects that will help to deliver that development. At this stage the projects are stated at an outline level. In some cases, detailed feasibility studies will be required, if not already in hand, in order to ensure that the projects are viable and will produce the desired outcomes.
- 6.3 It is important to recognise five key points:
- The projects reflect the views and aspiration of the community as gathered and expressed through the processes described elsewhere in this Plan. Their inclusion in this Plan does not at this stage indicate that they are all necessarily practical priorities that can be funded and delivered in the short term. They represent the aspirations of many people and organisations, possibilities that might be developed if potential partners can work together effectively.
 - Where we have identified potential 'partners', this does not indicate any formal agreement or assumption regarding the extent or nature of their involvement. It is a recognition that the bodies concerned have, in varying degrees, an interest in the project proposed, which may reflect their statutory duties, their field of interest or their funding role.
 - There is a great deal of regeneration activity that is already in hand and will continue, with or without Vale Vision, such as Littlecombe and the Parish Centre development in Cam. One aim of this Plan is to illustrate the links between projects, influence the detailed planning and maximise the benefits for the community.
 - There is still uncertainty over many issues, such as the timing of major developments like the Dursley Supermarket. Again, we believe it is important to include such developments so that planners in local government and the wider community, view them as part of the wider picture – not as isolated issues. Only by 'joined-up thinking' will the best results for the present opportunities be achieved.
 - Many of the projects will be led by local government, by local partnerships or local voluntary organisations and clubs, not by Vale Vision. Vale Vision's role, in such cases, will be to help to ensure that these projects are seen as part of the whole regeneration strategy, are endorsed by the community, promoted with the appropriate funding bodies, and are sustainable over time.

- 6.4 The projects have been grouped under the five headings used in section 4
- The Economy
 - The Environment
 - Social and Community Perspectives
 - Culture, Heritage, Sport and Leisure
 - Transport and traffic
- 6.5 Many of the issues and development themes are thus cross-cutting, linking both in terms of the issues that a project may address and the benefits that effective development will bring. An obvious example is the development and implementation of an effective plan for the overall, integrated urban redesign of Dursley Town Centre. The proposal reflects economic, environmental, social, cultural and traffic issues and would result in benefits in all of these areas if delivered effectively over time. The matrix opposite provides an overview of this picture, showing the way in which key proposals impact on the issues we seek to address.
- 6.6 Each part of this section thus comprises:
- A list of the issues relating to Chapter 4 to which the projects relate and the development themes
 - A list of the issues, reflecting the current position (detailed in sections 2, 4 and 5) and the development themes, reflecting our Vision and Aims (set out in Section 3)
 - A diagram, showing the key projects centred on each of our main priorities (as per 6.4 above)
 - A list of the projects under each heading referenced to a page by page project outline
 - Each project is identified by a project reference number and has further references to the Stroud District Council Local Plan. Further details of SDC references can be found on Page 123

MAJOR PROJECTS AND THEIR IMPACTS																	
Key Issues	Jobs & Skills	Business Growth	Rural Economy	Town Centre Services	Built Environment	Natural Environment	Access to Services	Affordable Housing	Rural Isolation	Youth Facilities	Elderly/Disabled	Community Facilities	Sports Facilities	Culture & Leisure	Education & Learning	Public Transport	Traffic & Parking
Littlecombe Developments	√	√		√	√	√	√	√				√		√	√	√	√
Dursley Town Centre Renewal	√	√		√	√	√	√			√	√	√		√		√	√
Cam Parish Centre Developments	√	√		√	√	√	√			√	√	√		√	√	√	√
Tourism and Visitor Development	√	√	√	√	√	√			√			√	√	√		√	√
Lifelong Learning Centre(s)	√	√	√				√		√	√	√	√		√	√		
Support GL11's Development	√		√				√		√	√	√	√		√	√		
Rednock School Development	√	√			√					√	√	√	√	√	√	√	√
Dursley/Cam Youth Centres							√		√	√		√		√			
Multi use Centre	√			√	√		√		√	√	√	√	√	√	√	√	√
Rugby Club/Sports Facility					√					√	√	√	√	√	√	√	√
Playing Fields/All Weather Pitch			√			√			√	√		√	√	√			
Kingshill House										√	√	√		√	√		
Pedestrian and cycle ways				√	√	√	√			√	√	√	√	√		√	√
Countryside/Wildlife Developments			√		√	√						√		√	√		
Buses and Trains	√	√	√	√		√	√	√	√	√	√	√		√		√	√
Draycott Industrial Land Release	√	√			√	√										√	√
Other Housing Developments					√	√		√									

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THE ECONOMY

The Issues

- Decline in traditional manufacturing jobs with increased commuting
- Pockets of Higher unemployment, especially in Dursley
- Mismatch of skills with future needs of employers, existing and new
- Continuing decline in agricultural employment
- Opportunities for development in tourism, retail and other service industries
- Opportunities to enhance attraction of Dursley and Cam as shopping and visitor centres
- Major impact of Littlecombe Development

Development Themes

- Encourage employers to remain, expand or locate in Cam & Dursley
- Encourage employers/employees to utilise an enhanced provision for lifelong learning locally
- Encourage farmers to diversify
- Develop Tourist and visitor potential
- Enhance attractions of Dursley Town Centre
- Recognise potential of Cam Centre
- Secure the links between Cam and Dursley communities and Littlecombe development

THE ECONOMY - PROJECTS AND AIMS

The projects that will deliver the economic aims of our vision for a prosperous future link directly to the issues identified. We want to work with and through local government, private developers, existing firms and new businesses to protect existing jobs and encourage new ones. We want to ensure that local training is available for young people and those who have lost jobs so that they can take those new opportunities. We need to make sure that economic development is in keeping with the area and recognises the importance of our natural environment. The key projects are illustrated below:



These projects will be described in more detail on pages 67 – 77

THE ECONOMY EMPLOYMENT AND SKILLS DEVELOPMENT

PROJECT TITLE: Development of Construction Skills Training Facilities for the Littlecombe Site (Ref: E1)

Aim: To provide a construction skills training facility for the Littlecombe site, to ensure that local people can be trained in construction skills, initially for the contractors developing the industrial/commercial/housing sites in the Vale Vision area, and subsequently for future job opportunities

Timescale: Current 2005/2006

Potential Lead Partner: Stroud District Council

Potential Partners: Vale Vision, Constructive Gloucestershire,
Gloucestershire First, CITB, SWRDA, LSC, SDC

To negotiate with all parties the development of a Construction Skills Centre for the Littlecombe Site to commence in 2006

Actions/Opportunities

- i) to commence discussions with all parties to develop facilities for construction skills, to supply skilled workers in construction and associated jobs
- ii) to plan the training courses
- iii) to work with Constructive Gloucester and Job Centre plus to identify students
- iv) to work with the LSC to identify funding
- v) to work in partnership with Construction companies
- vi) to discuss sustainability of the Centre
- vii) to discuss progression routes into more specialised construction courses leading to qualifications in electrical, plumbing, carpentry, bricklaying, house finishing skills, etc

Cost: to be finalised

Funders: to be finalised

Outcomes

- To ensure that local people, are skilled to ensure a constant supply of local labour for building and construction work in Dursley and Cam.
- To reduce the unemployment levels in the Dursley area.
- To provide opportunities for unemployed and school leavers to develop skills to meet local demand.
- To provide opportunities for those who have been made redundant to retrain in construction and house finishing trades.
- To provide opportunities for those who are skilled in construction and house finishing skills to gain NVQ qualifications or meet the new requirements of current legislation.

THE ECONOMY EMPLOYMENT AND SKILLS DEVELOPMENT

PROJECT TITLE: Development of a Lifelong Learning Centre (Ref: E2)

Aim: To negotiate with all parties the development of an Adult Education Centre to provide lifelong learning and skills training for the people of the Vale Vision Area.

Timescale: Current 2005/2006

Potential Lead Partner: Stroud College

Potential Partners: Vale Vision, SWRDA, St Modwen, TLC, Rednock School, LSC, SDC

Actions/Opportunities

- i) Stroud college to investigate all possibilities for the location of a new centre to replace the existing facility
- ii) to identify and plan training courses to ensure that local people are adequately skilled to meet the needs of existing companies and those who move into the area
- iii) to use the TLC skills analysis to identify skills requirements
- iv) to provide or use existing crèche facilities
- v) to work with GL11, TLC, Rednock school in course planning/development

Cost: to be finalised

Funders: to be finalised

Outcomes

- Local people, will be guided in to skills training to match the needs of employers, both current and those moving into the area.
- Reduction of the unemployment levels in the Dursley area.
- The unemployed and school leavers will be able to develop skills locally

THE ECONOMY THE LITTLECOMBE SITE

PROJECT TITLE: Working with the Littlecombe Liaison Groups
in the Development/Marketing of the Site (Ref: E3)
SDC site ref: MU3, proposal H1
Transport: T1, T2, T4, T13
Environment: N2, N4, N5, N8, PPG22

Aims: To work with all parties to secure, existing jobs and provide opportunities for new jobs on the Littlecombe site
To work with the parties marketing the site to secure quality locations for new companies and maximum benefits from employment potential
To raise issues of local concern with regard to the development of the site.
To provide a mix of housing with attractive architecture together with affordable housing

Timescale: Current 2005/2006

Potential Lead Partner: Vale Vision

Potential Partners: SWRDA, St Modwen, SDC, GCC, Gloucestershire First, FSB, Dursley Chamber of Trade, Business Link, Stroud College, Dursley Town Council, Cam Parish Council

Actions/Opportunities

- i) discuss the Littlecombe site plans raising issues of concern to local people
- ii) explore solutions to traffic flow and work with County Council to ensure safe entry and exit of site traffic
- iii) negotiate to ensure the retention of existing companies
- iv) discuss the potential mix of companies to provide greatest level of employment
- v) to work with SDC and SWRDA to ensure that the new development is integrated into the town and not a separate commuter development
- vi) ensure harmony between houses and industry in the development design
- vii) ensure that the design of roads, cycle paths & walkways will provide integration
- viii) protect our heritage in the development of the river walkways and footpaths, to ensure an attractive area that residents can be proud of and tourists can enjoy
- ix) fully utilise all methods of energy efficiency in the construction of buildings and development of the site.
- x) ensure protection of the built and natural environment and incorporate sustainability into the site design

Cost: Not known as meetings are funded by RDA

Funders: RDA

Outcomes

- To maximise the potential of the site for local people within the provision of employment, housing, community facilities, and an attractive environment which provides maximum benefits to the regeneration of the town and the Vale Vision area.

THE ECONOMY TOWN CENTRE REGENERATION

PROJECT TITLE: Dursley Town Centre Regeneration (Ref: E4)
SDC Refs: Sites MU3, MU4, proposals, H1, H2, HG17, S7
Transport: T1, T2, T3, T13 **Tourism:** E7A

Aim: To work with SDC to commission a design consultant, to ensure that there is an overall vision for the Town Centre that will: Enhance the town to encourage greater local investment and inward investment; improve trading performances of local businesses; increase visitor numbers and footfall; provide opportunities to develop tourism; and reduce the 'leakage' of local wealth.

Timescale: Current 2005/2007

Potential Lead Partner: Town Council/Vale Vision

Potential Partners: Vale Vision, SDC, Town Trust, SWRDA, St Modwen, Supermarket Developer, GCC, FSB, Chamber of Trade and Commerce

Actions/Opportunities

- i) Vale Vision working party to prepare a brief in the form of a 'vision'
- ii) SDC to organise the design consultant and forward the brief
- iii) to work with SDC and GCC with regard to car parking
- iv) to work GCC and SDC with regard to traffic calming, traffic flow, signage, control of HGV and control of delivery times
- v) to work with Vale Vision, SDC, Chamber of Trade in the clearance of 'Grot Spots'
- vi) to work with traders with regard to shop fronts improvements
- vii) to discuss with SDC the employment of a Town Centre Manager to ensure that the town is ready to support the needs of local people, newcomers and attractive to tourists
- viii) to design a new leaflet with information as to shops and attractions in Dursley
- ix) to ensure that all developments, Crest Nicholson, Littlecombe, Supermarket work toward the vision in the design statement to enhance the area and aid regeneration
- x) to ensure that all developments are integrated into the town with attractive walkways, landscaping, cyclepaths etc.

Cost: to be finalised by SDC in light of report from design consultant

Funders: SDC, GCC, Developers, RDA, Town Council

Outcomes

- An attractive environment where traders can enjoy the benefits of regeneration
- A range of shops to attract local people and newcomers to want to shop locally
- An attractive area to enhance the surrounding countryside
- Development of the economy
- Attract tourists and those on the Cotswold way to stay in the area

THE ECONOMY TOWN CENTRE REGENERATION

PROJECT TITLE: Dursley Town Centre Manager (Ref: E5 see also E11) SDC Ref Tourism: E7A

Aim: To negotiate with SDC the employment of a Town Centre Manager to reduce the 'leakage' of local wealth, to maximise the opportunities brought about by the Supermarket and Littlecombe developments, as well as ensuring that the shopping experience matches the needs of those who will purchase the new homes on the Littlecombe and Bymacks developments.

Timescale: Current 2005

Potential Lead Partner: Town Council/Vale Vision

Potential Partners: Vale Vision, SDC, Town Trust, SWRDA, St Modwen, Supermarket Developer, GCC, FSB, Chamber of Trade and Commerce

Actions/Opportunities

There is a growing need to ensure that the opportunities for town centre regeneration are explored and maximised. A location for the post would not be a problem and Vale Vision will seek to ensure an appointment at the earliest opportunity. The role of local manager is connected with the future of the Community Plan and its implementation (see project E11). Such future work could involve co-ordination with other near-by towns.

- i) to negotiate with SDC an appointment at the earliest opportunity
- ii) to work with town and Chamber of Trade in the promotion of the opportunities to develop trade in the area
- iii) to work with Chamber of Trade, SDC and traders with regard to the vision in the Design statements
- iv) to work with Vale Vision, SDC, Chamber of Trade in the clearance of 'Grot Spots'
- v) to work with traders with regard to shop fronts improvements
- vi) to ensure that all improvements maximise the opportunities of Tourism

Cost:

Funders: SDC

Outcomes

- Regenerate the town as a centre that is attractive to local people and visitors
- Inspire traders to work towards the vision
- Encourage the growth of farmer's market traders
- Work with all parties on the vision encompassed in the design statements
- Grow the economy in the marketing of the premises to potential new business
- Attract tourists and those on the Cotswold way to shop and eat in the town

THE ECONOMY PARISH CENTRE REGENERATION

PROJECT TITLE: The Cam Resource Centre & Commercial Development (Ref: E6)

Aim: To develop the centre of Cam in the provision of shops, services, houses and the new Cam Centre alongside the Coop supermarket and Centre Car Parking to provide extra facilities for local people

Timescale: Current 2005/2006

Potential Lead Partner: Stroud District Council/Cam Parish Council

Potential Partners: Cam Parish Council, SDC, Stroud Valleys Project, Community Groups, Vale Vision, Cheltenham Builders

Actions/Opportunities

To seek approval of the development, which will enhance the Centre of Cam and provide further amenities for the local community by:

- i) working with SDC to enhance the centre of Cam and increase the provision of retail and service facilities
- ii) working with SDC regeneration to source community facilities funding
- iii) partnership with the Stroud Valleys Project in the provision of a café for families, for young people and the not so young
- iv) working with learning providers in the provision of training
- v) working with Surestart in the provision of facilities for families
- vi) improving the Cam Parish Council shop community advice services
- vii) providing meeting facilities for the Parish Council and other groups
- viii) working with Vale Vision for advice on funding
- ix) Working with various agencies and partners to provide services to meet local needs, including advice, counselling, complementary/alternative health

Cost: (Build cost £300,000) full cost to be finalised,

Funders: Cam Parish Council, Funding bids (commercial and residential development will be commercially funded)

Outcomes

- To enhance the Centre of Cam and provide further facilities for local people
- Enhance the shop provision
- Provide housing convenient to the Town Centre
- Provide Counselling, Advice, Education and Guidance facilities
- Provide café for those who visit the Centre and the general public, including providing a safe, informal evening venue for young people

THE ECONOMY TOURISM

PROJECT TITLE: Promote Tourism in the Vale Vision Area (Ref E7)

SDC Refs: Tourism: E6, E7A

Environment: N5, N6, N7, N8 Footpaths: H1, H2

Transport: T1, T2, T3, T4, T13

Aim: To work with current providers of services to visitors (such as accommodation providers and visitor attractions) and to explore ways of promoting the Vale Vision area as a visitor destination

Timescale: Current 2005

Potential Lead Partner: Vale Vision/SDC Tourism Forum

Potential Partners: Dursley Chamber of Trade, FSB, Town Council, Town Trust, Cam Parish Council, Severn Wye Energy Authority, those currently working locally in tourism

Actions/Opportunities

Vale Vision will work with all parties to ensure that our environment is attractive to tourists and explore all promotional activities.

- i) promote Vale Vision's area tourist assets through the Tourism Forum
- ii) work with those involved in tourism in promoting our beautiful environment
- iii) investigate the role of future project manager (see project E11) in promoting tourism in the Vale Vision area
- iv) update literature highlighting places to stay and to visit
- v) commission a leaflet of country walks
- vi) ensure that the heritage centre has a good display of visitor attraction leaflets
- vii) commission the design of a tourism website with links to tourist attractions
- viii) investigate the use of ICT to promote more interaction between tourist destinations
- ix) enhance all approaches to the area by attractive signage welcoming people
- x) explore the possibility of verge/hedgerow planting on all approaches to the area
- xi) work with St Modwen/SWRDA to create attractive riverside walks
- xii) work with the Severn Wye Energy authority/SWRDA to use the river to create Hydropower to power the river lighting or other similar scheme
- xiii) create heritage walks around the town and through Littlecombe
- xiv) identify the potential for local farmers to diversify into tourism

Cost: Many of these actions will be individual projects costed separately

Funders: Appropriate funder for individual projects

Outcomes

- To ensure that the area is an attractive place for tourists to visit and want to stay
- To promote tourism in the Vale Vision area using conventional methods and technology

THE ECONOMY TOURISM

PROJECT TITLE: Promoting Tourism Using Camera-Computer Links (Ref: E8)

Aim: Investigate the use of real-time visual displays and computer links to promote tourism in the Vale Vision area

Timescale: Current 2005 and ongoing

Potential Lead Partner: Vale Vision

Potential Partners: Dursley Town Council, Cam Parish Council, SDC Tourism, GCC Tourism, Local Business, Tourist attractions

Actions/Opportunities

Vale Vision will explore the potential of the use of current technology as a powerful additional means to promote tourism in the Vale Vision area, as used in other countries' tourist destinations

For example, under the scheme web cams would be set up at local visitor attractions, such as Berkeley Castle and Slimbridge WWT, and in picturesque landscape areas such as Stinchcombe Hill, the Cotswold Way and the Gloucester-Sharpness canal. By linking the cameras by broadband to town centre points e.g. Dursley Heritage Centre and Cam Resource Centre, and in other tourist points the scheme would provide an appealing gateway for tourist, visitors and local people to explore the several local tourist attractions. It would also provide a means of mutual promotion between local tourist sites.

The display would be linked to a Tourism website that would contain information for the area on accommodation, travel, retail outlets including farmers' markets, local festivals etc.

Progress

Currently in the discussion stage with Stroud Tourism Forum, Town and Parish Councils, Gloucestershire Tourism and RDA

Cost: Currently being costed

Outcomes

- To provide a vehicle for economic regeneration in the promotion of tourism in the Vale Vision area
- To provide a user friendly visitor access point in local centres to visitor attractions in the locality
- To run a small-scale pilot that may be a suitable vehicle for other areas and other tourist attractions

THE ECONOMY SUPERMARKET DEVELOPMENT

TITLE: **Dursley Supermarket Development (Ref: E9)**
SDC Refs: Proposal S7, PPG12 Tourism: E7A
Environment: B2 Transport & Traffic: T1, T2, T3, T13

Aim: To work with the supermarket chain and SDC to ensure that any development brings maximum benefit to traders, local people and potential tourism trade

Timescale: Current 2005 and ongoing

Potential Lead Partner: SDC/Landowners

Potential Partners: Vale Vision, Dursley Chamber of Trade, FSB, Town Council, GCC, Town Trust

Actions/Opportunities

- i) Vale Vision will work with all parties to ensure that the supermarket chain works alongside planners and town centre design statements
- ii) Vale Vision will work with SDC to secure adequate car parking
- iii) We will work with SDC to enhance the environment by landscaping of the car parking and safe and attractive walkways to the town centre shops

Progress

Vale Vision currently awaiting outcome of the latest supermarket tender and the results of the initial report from the design consultant.

Cost: There should be financial benefits to the area in 106 funding

Outcomes

- Regeneration of the Town Centre
- Growth in the local economy
- Reduction in leakage to out of town centres
- Greater variety in the shopping experience

THE ECONOMY FARMING

TITLE: **Supporting the Farming Community (Ref: E10)**
SDC Refs: Tourism: E6, E7A
Environment: B2, N2, N4, N5, N6, N7, N8, N10, PPG12, PPG15

Aim: To work with farmers with regard to the development of their business whether in farming or in diversification to other areas.

Timescale: Current 2005 and ongoing

Potential Lead Partner: SDC

Potential Partners: SWRDA, Stroud Valleys Project, Vale Vision

Actions/Opportunities

- i) Establish a surgery-based agricultural forum in order to increase levels of knowledge and awareness of the agricultural sector and enable effective adaptation to changing farming conditions.
- ii) Consultation events have highlighted farmers' needs to understand and receive help in understanding planning issues and to gain advice on funding and training.
- iii) There is a need for a series of seminars on planning law and policy.
- iv) Vale Vision will understand the needs of the local farming community and will work to provide opportunities for farmers forums, etc
- v) support farmers to utilise the landscape and new agri-environment schemes to diversify farming activities and contribute to a thriving farming community

Cost:

Funders: Part of the county-wide Rural Renaissance scheme

Progress

Farmers forum in the process of being organised

The Severn Vale Biodiversity Project run by Stroud Valleys in partnership with the Farming and Wildlife Advisory Group and the Severnside Project, is helping farmer to utilise agri-environment schemes to increase wildlife on the farm and contribute to parish biodiversity action plans

Outcomes: (from Rural Renaissance proposal)

- Social interaction amongst farmers allowing them an opportunity to learn from one another.
- More businesses exploring diversification opportunities
- Local information transfer in business advice opportunities, training, and funding
- New learning opportunities leading to new business developments and job creation
- Improved competitiveness and profitability of agricultural businesses leading to sustainability
- Improvement of the current demographic imbalance, developing and sustaining jobs leading to the retention of young people
- Improved viability of agricultural businesses
- Opportunities for farmers to learn about CAP reform and the need to adjust their business focus
- Longer term retention of farm buildings and landscape features
- Increased use of more environmentally friendly farming methods leading to an increase in wildlife

Many of the projects above are in various stages of progress, some of the working parties are almost at the stage of seeking quotes to put in bids for funding whilst others are in the earlier stages and will need considerable work before they can move forward.

There are areas that Vale Vision are not in a position to progress but these are included and will turn to projects at some stage in the future. They are important to the community although both the supermarket development and the farming forum are areas where Vale Vision do not have direct control.

THE ECONOMY SUSTAINABILITY

PROJECT TITLE: The way forward for Vale Vision (Ref: E11) SDC Ref: PPG12

Aim: To work with other community groups and local authorities to evolve an effective and co-ordinated organisation to manage the implementation of regeneration projects in the Vale Vision area

Timescale: 2005 onwards

Potential Lead Partner: Vale Vision

Potential Partners: The Learning Community, GL11, Rednock and Primary Schools, SDC, Dursley Town Council, Cam Parish Councils, GCC, community and volunteer groups, Gloucestershire Market Towns Forum

Actions/Opportunities:

- i) To agree a joint programme for organisational development and share resources with other community initiatives for social and economic regeneration
- ii) Continue consultation with the community, monitor the progress of the Community and other local plans, bring forward new projects as necessary and seek funding for them
- iii) The development of the Community Plan has displayed the need for continued local professional employment roles in project co-ordination, town centre and tourism management, learning co-ordination as well as administration
- iv) Explore the potential of community projects to secure an office for Vale Vision
- v) Secure funding for the office provision
- vi) Organisational development should include ways to establish common staff requirements across the range of development projects

Cost: £20000/yr (estimate)

Funders: Devolved funds from district and County Councils, town/Parish Councils, local businesses

Outcomes

- An integrated approach to regeneration in the Vale Vision area
- Continued consultation with the public on regeneration projects
- An efficient use of regeneration resources
- Effective direction of funds
- Co-ordinate the work of the many different projects and develop enthused partners to promote and achieve the vision

CONSERVING AND ENHANCING THE ENVIRONMENT

The Issues

- The current decay of the environment both built and natural
- Using sustainability to create a better quality environment for future generations
- Poor design in current development of buildings in the towns and parishes
- The disappearance of local greenspaces and lack of care of water courses
- The destruction and deterioration of wildlife rich sites
- The need for energy conservation and sustainable building to conserve resources to help reduce climate change
- The protection of historic buildings and re-use of derelict buildings

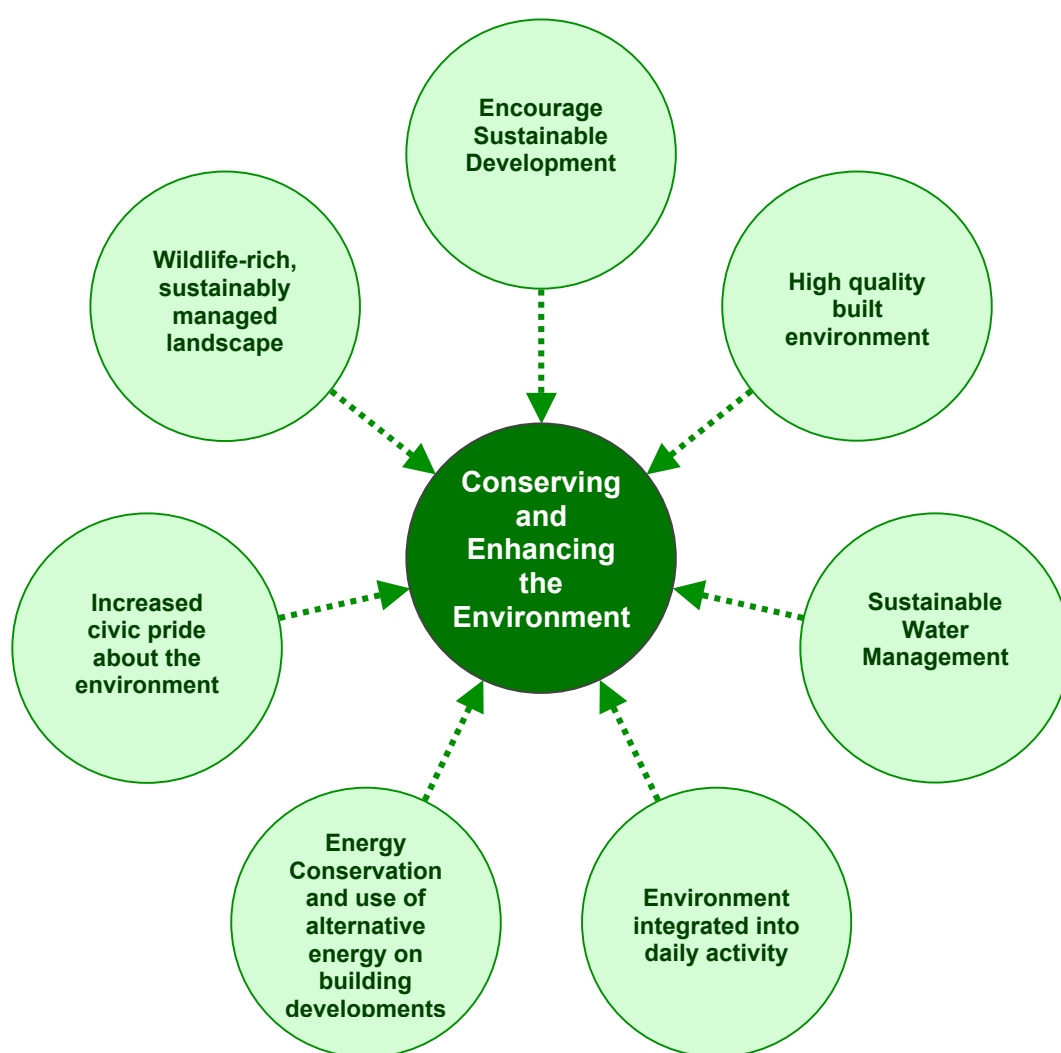
Development Themes

- Capacity building and increasing understanding amongst local communities to enable them to care for the local environment
- Preparation of village and town centre design statements to guide development
- Restoration and care of the historical features and buildings of the area
- incorporating sustainability into all new developments
- Creation of a Vale Vision Landscape Partnership
- Creation of a wildlife and greenspaces network
- Creation of a sustainability strategy for the Vale Vision area
- Using the environment and sustainability to support the local economy
- Increasing the 'feel-good factor' amongst local residents, tourists and businesses of being in the Vale Vision area
- Incorporating environmental management with everyday needs of the community eg. Health
- Wise use and management of the water resource of the Vale Vision area
- Developing an understanding of the need to integrate rural and urban perspectives to the advantage of both

CONSERVING AND ENHANCING THE ENVIRONMENT -

PROJECTS AND AIMS

As the matrix on Page 63 shows, many projects in this Plan impact on our natural and built environment. Others directly reflect proposals to sustain or expand existing environmental projects related to our landscape, wildlife and sustainability. The diagram below, rather than showing all these projects, reflects the key principles that will underpin Vale Vision's support for projects and scrutiny of plans, recognising that respect for the environment is increasingly accepted to be the cornerstone of all sustainable human activity.



These projects will be described in more detail on pages 80 – 90

THE ENVIRONMENT: HYDROPOWER

PROJECT TITLE: **Feasibility study with regard to the potential of the Rivers Ewelme and Cam to provide Hydropower for riverside walk lighting or other community areas, on the Littlecombe site (Ref: EN1)**
SDC Ref: MU3 H1, B20
Environment: N5, PPG12, PPG22

Timescale: Current 2005 ongoing

Potential Lead Partner: The Severn Wye Energy Authority

Potential Partners: Vale Vision, SWRDA, St Modwen, SDC

To work together to investigate the potential of the Rivers Ewelme and Cam to provide Hydropower in areas of community use on the Littlecombe site.

Actions/Opportunities

- i) to arrange an initial meeting with the Severn Wye Energy to discuss their interest
- ii) to arrange a visit to the site to investigate the potential
- iii) to locate somebody with a knowledge of the culvert to advise the Severn Wye Energy group on its flow and fall
- iv) to discuss with the Severn Wye Energy Authority possible sources of funding (such as the Community Renewables Initiative) to conduct a feasibility study into this project
- v) to discuss with St Modwen and the SWRDA the outcomes of such a feasibility study to ensure the inclusion of innovative energy efficient projects on the Littlecombe site
- vi) to publish the outcomes of the study and where possible take any other action on its findings to ensure that the site is as energy efficient as possible and can be promoted as such to the benefit of other projects such as in tourism and the economy

Cost: Awaiting clarification from SWEA

Funders: Awaiting Clarification from SWEA

Outcomes

- Use of the Rivers Ewelme and Cam to provide small scale Hydropower
- Ensuring that innovative, energy efficient projects are built into community facilities

THE ENVIRONMENT: HIGH QUALITY BUILT ENVIRONMENT

PROJECT TITLE: Building Restoration Strategy (Ref: EN2)

There are many buildings in Cam, Dursley and the Vale Vision parishes that have historical value or are important to local communities for their contribution to local distinctiveness or to social history. The aim of this strategy is to catalogue all the buildings in either group, assess their current state, ownership, and aspirations for their future use and condition.

Timescale: 2005 – 06: Research + producing strategy
2007 onwards: Implementation

Potential Lead Partner: Cam and Dursley Civic Society

Potential Partners: Dursley Town Council, SDC, Chamber of Commerce,
Glos Industrial Archaeology Society, English Heritage,
local building owners, local estate agents

Actions/Opportunities

- i) To bring together all relevant organisations to discuss ideas for a strategy and set up the partnership
- ii) To provide administration and advisory support to the partnership when needed in the short and medium term
- iii) To endorse the strategy and partnership when appropriate to promote the strategy to appropriate bodies during outreach work

Cost: Estimate of £7,500 research fees

Funders: English Heritage, RDA, SDC, Rural Renaissance

Outcomes

- Preservation of the built and industrial heritage of the Vale Vision area
- Increased pride and ‘feel good factor’ amongst local residents about their local heritage and their community
- Increased visual attractiveness of the area to residents, tourists and new businesses
- Increased amount of space available for business or educational use

THE ENVIRONMENT: SUSTAINABLE COMMUNITIES

PROJECT TITLE: Community Environment Action Plans (Ref: EN3)
SDC Refs: N4, N5, N6, N7, N8

These plans will draw out the knowledge that each community has about itself to help communities and defined neighbourhoods identify key issues, possibilities and problems relating to their local environment. Together with relevant agencies, the communities will plan solutions to environmental problems, capitalise on environmental potential and create a healthy environment to live in. The plans and information gathered will help to guide other community planning schemes and local strategic development plans.

Timescale: 2006 onwards: 2 year project working with 6 communities
2008 onwards: activity dependent upon results of pilot project

Potential Lead Partner: Stroud Valleys Project

Potential Partners: Dursley Town Council, SDC, GCC, Vision 21, GRCC, Severn and Wye Energy Agency, Glos transport unit, Glos Waste Recycling Network, residents associations, Vale Vision

Actions/Opportunities

- i) to work with partners to plan project
- ii) to assist at community consultation events
- iii) to endorse the process and assist with implementation wherever possible/ appropriate

Cost: estimate of £25,000/year

Funders: unknown at this stage

Outcomes

- a community sustainability plan for the Vale Vision area created by drawing together all the community plans
- increased involvement of local residents in improving and caring for their local environment and community
- increased skills within communities
- improved communication and working practises between communities and local authorities
- improved visual attractiveness and better quality of environment for residents to live in
- increased Civic Pride and 'feel good factor' amongst residents for the place in which they live

THE ENVIRONMENT: WILDLIFE

PROJECT TITLE: Work with the owners of Breakheart Quarry to develop a wildlife centre (Ref: EN4)
SDC Environment Refs: N1, N2, N4, N6, N8, PPG12

Aim: Work with the owners of Breakheart quarry to create a rich wildlife site

Timescale: This project has not yet progressed

Potential Lead Partner: Stroud Valleys Project

Potential Partners: Vale Vision, Breakheart Quarry owners

Actions/Opportunities

- i) to discuss with owners our interest in the site
- ii) to negotiate the possibility of development as a wildlife centre

Cost: Not progressed at moment

Funders: Not progressed at moment

Outcomes

- Use a redundant facility for the encouragement of wildlife

THE ENVIRONMENT: WILDLIFE-RICH AND SUSTAINABLE LANDSCAPE

PROJECT TITLE: River Cam Ecological Survey (Ref: EN5)
SDC Ref: MU3 H1, Environment Refs: N5

The survey will entail an investigation into the plant and animal life, water quality, ownership and topography of the river to provide the foundation for river management plan.

Timescale: 2005: river survey
2006-07: creation of a river association

Potential Lead Partner: Stroud Valleys Project

Potential Partners: Vale Vision, Rednock School, Environment Agency, Cam Parish Council, Dursley Town Council, SDC, Cam and Dursley Wildlife Groups, Glos Wildlife Trust

Actions/Opportunities

- i) To endorse and support the project
- ii) To promote the project to other appropriate organisations during outreach and networking

Cost: £4,725 for the survey
£7,500 for creating and supporting the river association

Funders: Vale Vision,

Possible funders: Local Heritage Initiative, Notgrove Trust, Year of the Volunteer, Environment Agency

Outcomes

- Understanding of the current state of the river and issues affecting it
- Foundations for future actions to restore a river that contributes to social, economic and environmental activities
- Creation of a river association of parties with a range of interested parties that will work together to produce a river and watershed management plan for Vale Vision area
- Increased skills amongst the local community

THE ENVIRONMENT: HIGH QUALITY BUILT ENVIRONMENT

PROJECT TITLE: Town and Village Design Statements (Ref: EN6)
SDC Environment Refs: B2, N2, N4, N5, N6, N8, N10

Town and village design statements are a community assessment of the style and character of the buildings and environment of a community. These design statements can be used to guide future planning so that new buildings, development and land use make a positive contribution to maintaining the special distinctiveness of a community. Design statements can be adopted as supplementary planning guidance by the local authority.

Timescale: 2006 - 2010

Potential Lead Partner: Dursley Town Council and Cam Parish Council

Potential Partners: Cam & Dursley Civic Society, SDC, local residents association, GRCC, local residents, Stroud Valleys Project

Actions/Opportunities

- i) to bring together relevant organisations to discuss the production of the design statements
- ii) to organise the relevant training for participants in producing design statements
- iii) to promote the design statements to appropriate bodies during outreach and networking

Cost: estimate of £6,000/year to train and support local communities and residents to produce the statements

Funders: unknown at this point

Outcomes

- high quality design of urban developments improved holistic land use planning increased attractiveness of the environment to residents, tourists and new businesses
- increased numbers of jobs due to more businesses locating in the Vale Vision area
- increased civic pride and 'feel good factor' amongst residents about living in the Vale Vision area
- increased positive involvement of local communities in local planning and decision-making
- interpretation and/or recognition of historic uses and context in town and villages of development sites

THE ENVIRONMENT: WILDLIFE-RICH AND SUSTAINABLE LANDSCAPE

PROJECT TITLE: Vale Vision Landscape Partnership (Ref: EN7)

SDC Environment Refs: B2, N2, N4, N5, N6, N8, N10

The partnership of all parties with a link to the landscape will produce a Strategic Plan outlining the wise use and management of the rural and urban landscape. Implementing the plan will boost wildlife, attract new businesses, increase recreational and exercise opportunities, and help local people learn about the history, importance and ecology of the landscape. Due to the Vale Vision area's special combination of both the countryside and essentially urban developments, the partnership can explore how to closely draw town and country together to create a multi-functional landscape improving the quality of life for local people. The plan will create a greenspaces network providing plans for biodiversity and community use, as well as identifying derelict sites with recommendations for future use and management and helping to increase people's Civic pride about the Vale Vision area. The initial work of the Partnership will be the preparation of a grant application to the Heritage Lottery Fund to pay for the development of the partnership and the Strategic Plan.

Timescale: 2006 onwards

Potential Lead Partner: Stroud Valleys Project

Potential Partners: Town and Parish Councils, local communities, residents associations, Joint Woodland Management Committee, Glos BAP Partnership, SDC, Farming and Wildlife Advisory Group, National Union of Farmers, Dursley Birdwatching and Preservation Society, Glos Geoconservation Trust, other landscape and biodiversity organisations, Cam and Dursley Society, local historical and industrial archaeology societies, Chamber of Commerce, local craftspeople, local tourist businesses

Actions/Opportunities

- i) to endorse and support the partnership
- ii) to promote the design statements to appropriate bodies during outreach and networking

Cost: £6,500 for 2006-07 £50,000 for 2007-08 £75,000 for 2008-09

Funders: Heritage Lottery Fund primarily, RDA, trust funds, central government

Outcomes

- Increased local economy generated by the landscape eg. Tourism and agri-environment schemes, and new businesses locating to the Vale Vision area
- Increased wildlife living in the Vale Vision area and increased wildlife habitat
- Contribution to the targets of Glos Biodiversity Action Plan
- Increased area available for rainwater and floodwater storage
- Increased absorption of atmospheric pollutants
- Increased Civic Pride and 'feel good' factor amongst Vale Vision residents
- Increased skills amongst local communities and voluntary organisations
- Increased understanding amongst local people about how the landscape works, how to manage it, and its history
- Increased use of landscape by local people for exercise and recreation
- Increased number of people living with 280 m of an accessible greenspace (following English Nature's guidelines)

THE ENVIRONMENT: INTEGRATING SUSTAINABILITY INTO DAILY LIFE

PROJECT TITLE: **EcoWorks**
 (Ref: EN8)

An advisory service for businesses within the Vale Vision area providing information and advice about how to run a more environmentally-friendly office and premises.

Timescale: 2006 onwards

Potential Lead Partner: Stroud Valleys Project

Potential Partners: Chamber of Commerce, Business Link, Town Council,
 Green Business Club, SDC, Dursley Chamber of Trade,
 Vision 21

Actions/Opportunities

- i) to support and endorse the EcoWorks project
- ii) to promote the EcoWorks project to appropriate organisations during outreach and networking

Cost: estimate of £15,000/year

Funders: Business Link, trust funds, company sponsorship

Outcomes

- improved environmental performance of businesses in the Vale Vision area
- savings for local businesses on their office and waste costs and therefore increased profits
- reduced pollution produced in the Vale Vision area
- increased use of sustainable energy and improved energy efficiency by local businesses
- lowered production of carbon dioxide making a positive contribution to reduction of climate change
- increased wildlife habitat created

THE ENVIRONMENT: INTEGRATING ENVIRONMENT INTO DAILY LIFE

PROJECT TITLE: Green Gyms (Ref: EN9)

SDC Environment Refs: N2, N4, N5, N6, N8, N10

A green gym provides an opportunity for people to improve their physical and mental health whilst carrying out wildlife-friendly and environmentally-beneficial work at the same time. Each week, participants take part in a range of practical work needed to create and maintain sites as good wildlife habitat, or develop other projects that improve the environment.

Timescale: Summer 2005 – Dec 2006: pilot project

Potential Lead Partner: Stroud Valleys Project

Potential Partners: Health and Well-being Partnership, Cotswold Vale Primary Care Trust, Town and Parish Councils, doctors' surgeries, social services and health agencies,

Actions/Opportunities

- i) To endorse and support the project
- ii) To promote the project to other appropriate organisations during outreach and networking

Cost: £22,500 for the pilot project

Funders: Primary care trusts, social services, SDC, lottery, trust funds

Outcomes

- improved health amongst local residents
- increased wildlife and habitats
- well maintained community greenspaces and therefore increased Civic Pride
- increased skills amongst the local community

THE ENVIRONMENT: SUSTAINABLE COMMUNITIES

PROJECT TITLE: Community Recycling (Ref: EN10)

Nearly 50% of waste produced by households can be composted. There are projects in the Stroud district that are piloting schemes working with communities to turn the green waste they produce into compost which can be used for a variety of purposes. Early in 2005, a feasibility study is investigating the economic viability and uses of waste wood in the county. Wye, a village in Kent, has already recognised the potential of waste and turned an initially small-scale voluntary scheme into a business which now employs local people and has reduced the municipal authority's collection rate from once a week to once every two weeks. Businesses in Cam have been trying to investigate how to recycle their cardboard and other recoverable wastes. The initial stage of this project is to catalogue other successful recycling and re-use projects, and highlight ones that could be replicated in the Vale Vision area.

Timescale: 2005

Potential Lead Partner: Stroud Valleys Project

Potential Partners: Town Council, Chamber of Commerce, SDC, GCC, Vision 21, Glos Wildlife Trust, Glos Waste and Recycling Network

Actions/Opportunities

- i) To endorse and support the project
- ii) To promote the project to other appropriate organisations during outreach and networking

Cost: estimate of £10,000 research costs

Potential funders: unknown yet

Outcomes

- Creation of new jobs
- Reduced waste produced and sent to landfill
- Communities living in a more sustainable manner
- Businesses operating in a more sustainable manner
- Reduced fly-tipping

**THE ENVIRONMENT: SUSTAINABLE BUILDINGS, DEVELOPMENTS
AND COMMUNITIES**

**PROJECT TITLE: Community Renewable Energy Project
(Ref: EN11) SDC Ref: B20, PPG22**

In 2004, the Government introduced a special grant scheme to support the development of community renewable energy projects. Despite the presence of a number of environmental organisations in the county and district, there are no energy schemes organised and run by community organisations. This project would liaise with these and other relevant organisations, catalogue successful community renewable energy schemes operating in other parts of the country and highlight possible energy projects that could be developed in the Vale Vision area.

Timescale: 2005

Potential Lead Partner: Severn Wye Energy Agency

Potential Partners: Stroud Valleys Project, Town Council, Chamber of commerce, SDC, GCC, Vision 21, NFU, Farming and Wildlife Advisory Group, GRCC

Actions/Opportunities

- i) To endorse and support the project
- ii) To promote the project to other appropriate organisations during outreach and networking

Cost: estimate of £10,000 research costs

Potential funders: unknown yet

Outcomes

- Reduced carbon dioxide produced which contributes to reduction in global warming
- Creation of new jobs
- Communities living in a more sustainable manner
- Businesses operating in a more sustainable manner
- More sustainable developments built
- New economic activities for farmers

SOCIAL AND COMMUNITY PERSPECTIVES

The Issues

- The Vale Vision area is an attractive area to live and within easy commuting distance of many towns; one consequence is to drive up house prices and produce a lack of affordable housing for local, particularly young, people
- Rural isolation is an issue for some people, particularly the elderly, the sick, the young, single parents and some families
- There is a lack of residential nursing care for older people, particularly in the parishes, resulting in some people being moved to residential care away from familiar surroundings and people
- Lack of public transport is an issue for all ages, but particularly for the elderly
- Disability access is poor in some areas, particularly in Dursley where the pavements are uneven and narrow, with narrow entrances or steps in some cases intensifying the problem.
- Access to health counselling services is difficult for some people, particularly the elderly
- There is a lack of clothes or shoe shops for some age groups, resulting in particular problems for the elderly
- There is a lack of advisory services for the young

Development Themes

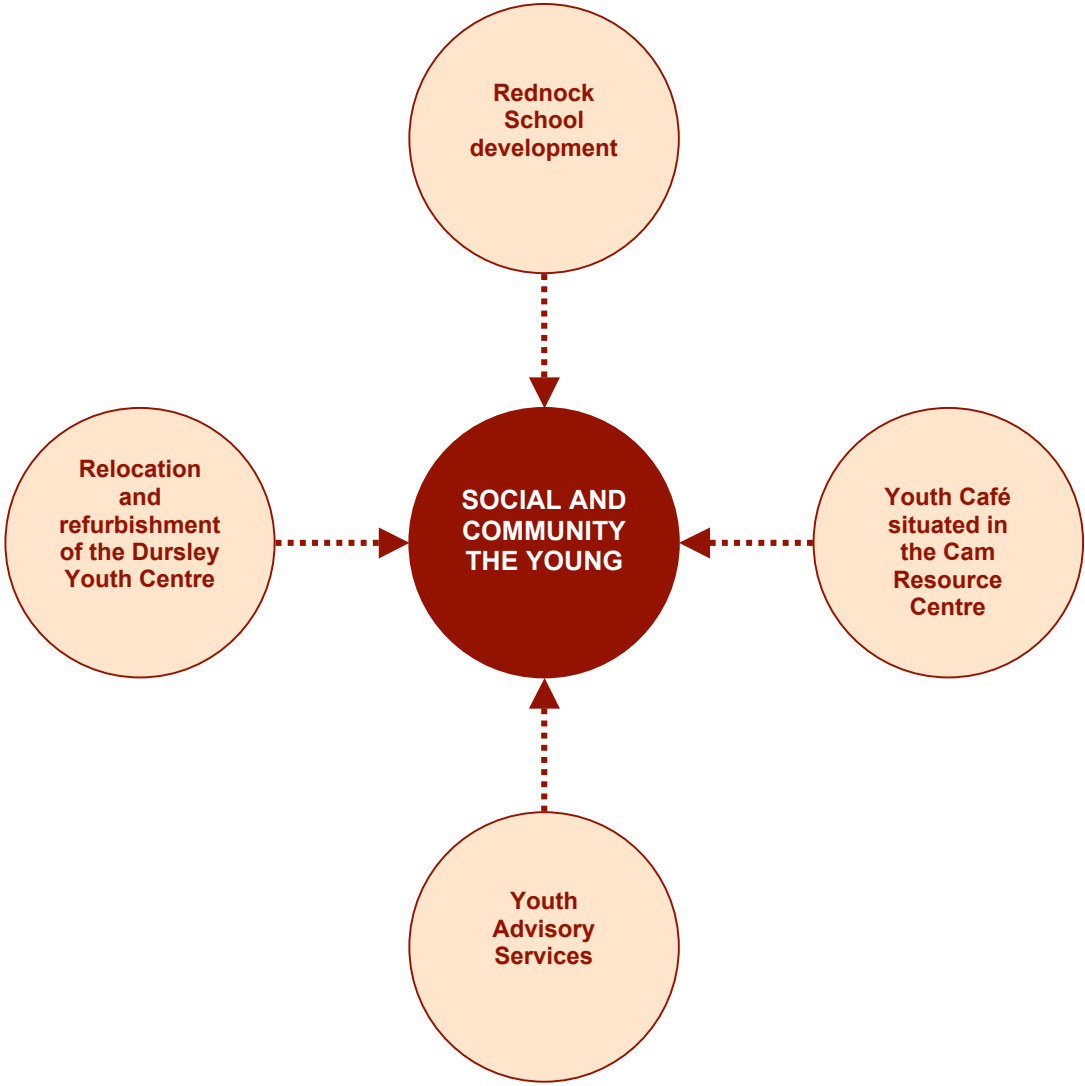
- We will work with Parish, Town and District Councils to provide a diverse range of affordable housing for local people, particularly on the new development sites
- Support GL11 in their work in the community to combat rural isolation, provide family learning opportunities, parent support, befriending schemes, health promotion and carer support
- Support the work of the People for You group in their 'Care and Repair' project and promote its extension across the Vale Area
- Support research to quantify the need for residential/nursing care for older people, particularly in Uley
- Work to extend the services of public and community transport to ensure access to health care, nursery and crèche facilities and shopping facilities, particularly for those who are isolated in the surrounding rural areas.
- Work with Parish, Town and District on disability access
- Research the needs of those who are disabled using existing research and commissioning new research as appropriate
- Support the Cam Resource Centre in the provision of community initiatives such as family and adult learning, counselling services and a community café
- Support the working party for the elderly and less mobile in their provision of a Friendship group and clothes shows to assist the elderly in their clothes requirements.
- Ensure that the facilities for youth incorporate advisory services

SOCIAL AND COMMUNITY – PROJECTS AND AIMS

The Social and Community perspectives set out in Section 4, encompass the needs of so many different groups and the range of projects associated with each of these makes it necessary to produce two diagrams to illustrate key proposals. The first below – shows general social and community projects. Some of these are long term and require leadership by others in the public or private sector but some projects have been identified by the Vale Vision working parties and have either started or are already working. The status of each project is clarified on the following pages.



The second diagram illustrates four key projects centred on the particular needs of young people. Rednock School development relates to wider community needs – but is clearly focussed on providing a secondary school for the 21st century for our young people. Other needs of the young, especially in relation to FE and HE and to entertainment are related to transport and detailed in the transport section.



These projects will be described in more detail on pages 94 – 101

SOCIAL AND COMMUNITY PERSPECTIVES:THE ELDERLY

PROJECT TITLE: **Development of a Friendship Club to support the elderly particularly those who are socially isolated (Ref: SC1)**

Timescale: 2004

Potential Lead Partner: Healthy Living working party for the elderly and disabled

Partners: Vale Vision, St James Church, Dursley Town Council

To work together to support those who are isolated in the setting up of a club which would meet on a monthly basis, to enable those who are socially isolated to arrange regular meetings and organise events which meet group needs.

Actions/Opportunities

- i) to establish the friendship club
- ii) to promote it within the community
- iii) community voluntary groups will identify and attract members
- iv) to establish a programme according to group needs
- v) to encourage ownership and management by group members
- vi) to establish and promote clothes shows on a twice yearly basis to assist the elderly in the purchase of clothes and shoes
- vii) to promote these shows within the community to serve the needs of the whole Vale Vision area

Cost: £1109.53

Funders: Dursley Town Council: £150 start up costs
Age Concern: £959.53 for loop sound system for hard of hearing

Outcomes

- The friendship club has been in operation for a year, is successful and is now encouraging its members to take over its planning and organisation for the coming year. It will be supported by the lead body when needed but it is hoped that this will be less and less during the coming year
- The clothes shows are now in their second year and will be run on a twice yearly basis, the next one being organised for May 2005. This is very much appreciated by those who have difficulty in the purchase of clothes for the elderly locally.
- A bus service to Berkeley hospital has been organised to provide public transport for those who wish to visit relative and friends
- This group have achieved their objectives and will now meet on a twice yearly basis. They will feed back to Vale Vision any issues that they consider should be progressed by Vale Vision
- This is now self funding but will apply for funding as required

SOCIAL AND COMMUNITY PERSPECTIVES:THE VOLUNTARY SECTOR

PROJECT TITLE: SUPPORT THE COMMUNITY & VOLUNTARY SECTOR (Ref: SC2)

Aim: Support the work of the voluntary sector who offer services across the age range and for those with a range of disabilities and work with CVS, SDC and Local Strategic Partnership to secure reliable funding to support the excellent services they provide for the community

Timescale: 2005 ongoing

Potential Lead Partner: Vale Vision/CVS

Potential Partners: SDC, GCC, Local Strategic Partnership, County Strategic Partnership, Gloucestershire Rural Community Council, GL11 and Sure Start

Actions/Opportunities

Many of the issues raised by the community and highlighted in this Plan are given greater or lesser support by the community voluntary services. They offer valuable services, to the elderly, to the young, to families, to those who are disadvantaged or socially excluded and to those with a range of disabilities. They give of their time in transport and offer support services and counselling and in many cases have to plead their case for funding for expenses on an annual basis.

- i) value the work of the voluntary services in our community
- ii) work with Stroud CVS to ensure that those in need have information on the voluntary sources available to them
- iii) work through the Local Strategic Partnership and CVS to access a secure source of funding to provide stability and ensure the survival of groups who devote so much of their time to essential services

Cost: In most cases this is expenses, such as petrol for voluntary car schemes but is minimal for the service they provide

Outcomes

- Security for survival of essential community service
- Recognition of the valuable work to the community at minimal cost

SOCIAL AND COMMUNITY PERSPECTIVES:THE COMMUNITY

PROJECT TITLE: Work with GL11 and TLC to support home and family and offer social inclusion and learning to all age groups (ref: SC3)

Aim: To support those who are socially isolated and have no sense of self esteem across the age groups. To provide lifelong learning opportunities and encourage those with low self esteem to find their worth and their ability to learn in the right environment.

To work with the TLC to establish skills needs and match needs to learning with school, college, GL11

Timescale: 2004 ongoing

Potential Lead Partner: ACET/Vale Vision

Potential Partners: TLC, GL11, Rednock School, Stroud College, Cam Parish Council, Dursley Town Council, SureStart/Neighbourhood Nursery

Actions/Opportunities

The increasing number of services provided through the GL11 Community Project is proving to be popular and effective. However there is some uncertainty over the future of GL11 because its current premises, leased from GCC, may be used for another purpose, and future sources of funding need to be found.

- i) support GL11 with their community provision of learning
- ii) work with the TLC to ensure that skills are matched to employer needs
- iii) work with Surestart to provide crèche facilities to facilitate learning opportunities
- iv) work with GL11 community champions to identify learners and needs
- v) support GL11 in their work to provide learning opportunities across the age range
- vi) support GL11 in their work to encourage those who traditionally are not part of the learning scene
- vii) work with partners to maximise skills to provide employment opportunities for all
- viii) support GL11 in their work towards family centres
- ix) holistic work with families to ensure all service providers and aspects of family life are covered by the learning opportunities provided
- x) secure permanent premises for the GL11 base and funding for services

Cost: Ongoing

Funders: Support funding bids from a range of funders

Outcomes

- A community that values home, family and appreciates the benefits learning can bring not just to individuals but to the family and whole community
- Development of skills and employability in those who are currently not able to seek work
- Engagement of learners not having been in education since leaving school
- Provision of Information, Advice and Guidance to learners and service users of GL11 Community Project

SOCIAL AND COMMUNITY PERSPECTIVES – THE COMMUNITY

PROJECT TITLE: **The Learning Community**
 (Ref: SC4)

Aim: To develop a learning community model in a local area based on the needs of local people, young people and employers and to engage a variety of partners with an interest in learning.

Timescale: Current 2005 to March 2006

Potential Lead Partner: The Learning Community, GL11 Community Project

Partners: A full list of partners is available (148 in total)

Actions/Opportunities

- i) Develop the Learning Community Partnership and Management Group
- ii) Undertake a Learning Health Check with local people, young people and employers
- iii) Map provision of learning in the GL11 area and produce an online directory of provision
- iv) Raise the profile of learning in the local area
- v) Pilot a membership scheme for learners
- vi) Develop a Learning Champion model to promote opportunities and recruit learners
- vii) Draw up a Learning Plan based on recommendations from the Learning Health Check
- viii) Support partners in trying out new learning opportunities based on needs
- ix) Assess and evaluate the impact of the Learning Communities work on the local area
- x) Embed the successful new provision and ways of working with key organisations

Cost: £120000

Funders: Government Office South West, LSC, Stroud District Council

Outcomes

- Learning Health Check and Learning Plan Reports
- Raised profile of learning in GL11
- New Partners engaged and working to deliver learning in GL11
- Directory of provision – online
- Local people involved in learning
- Basic Skills training increased in area
- ECDL and other computer training increased in area
- Provision available at times to suit employees
- More variety of provision, particularly work based learning in GL11 area
- Learning Champions model successfully developed
- Sustainability of TLC ensured by partners

SOCIAL AND COMMUNITY PERSPECTIVES: LEARNING

PROJECT TITLE: Cam and Dursley by Definition (Ref: SC5)
SDC Refs: MU3, MU4, H1, H2 , PPG12

Aim: To engage local people from Cam and Dursley through defining their community in a variety of ways and recording this information as part of an ongoing, interactive website.

Timescale: Current 2005

Potential Lead Partner: The Learning Community

Potential Partners: Vale Vision, Stroud College, Rednock School, Cam FM, Museum in the Park

Actions/Opportunities

- i) to secure funding from Government Office for £5000 to kick start the project
- ii) Recruiting a Co-ordinator to take forward the project and obtain further funding
- iii) Engaging local people (all ages, backgrounds and experiences) through Reminiscence and Art based activities with embedded Basic and Key Skills
- iv) Creating community interactive sculptures, art works, displays, publications, recordings and exhibitions of work
- v) Developing a website to provide the structure for an interactive timeline including the history and makeup of the area and records of work created
- vi) Use of this website (linking into Digital Stroud and Next Step) to offer OCN Entry, Level 1 and Level 2 in Basic Skills and the National Test
- vii) Work with Vale Vision to develop a Heritage Trail through the Littlecombe site engaging local people in the design and creation of the Trail.
- viii) Work with Next Step & their outreach centres in the area to ensure participants have access to information, advice and guidance in order to progress.

Cost: £30,000

Funders: Government Office South West, Heritage Fund, Grant Making Trusts, Vale Vision

Outcomes Short Term

Engagement of 20 local people into learning who have not engaged in education since leaving school	Mar 05- Aug 05	IAG to 10 local people in the age range 50-65	Jun 05
Engagement of 8 families from non-British heritage	Mar 05	Engagement of 25 young people of school age	Apr 05
Engagement of 4 young people of school age at risk of exclusion	Jun 05	Engagement of 5 young people aged between 16-25 in the NEET group	Mar – Jun 05
5 New Courses	Aug 05	10 Entry level OCNs in Basic Skills	Mar 06
7 Level 1 OCN's in Basic Skills	Dec 05	2 Level 2 OCNs in Basic Skills	Mar 06
10 Key Skills in Communication and ICT	Jan 06	10 people to take the National Test in Literacy and Numeracy	Aug 05

Longer Term

- Community Art work used as part of the Littlecombe Heritage Trail
- Local Displays and exhibitions of Reminiscence and other relevant work
- Interactive Website/Timeline – linking existing websites from the Cam/Dursley

SOCIAL AND COMMUNITY PERSPECTIVES: LEARNING

PROJECT TITLE: Rednock School (Ref: SC6)

Aim: To create a school at the hub of the community, providing facilities and resources accessible to everyone in the locality, whilst retaining a commitment to excellence in the education of our children and young people.

Timescale: 2004 ongoing

Potential Lead Partner: Rednock School

Potential Partners: GCC, TLC, GL11, Stroud College, Cam Parish Council, Dursley Town Council

Actions/Opportunities

The vision sees outside agencies actively engaged in providing a range of seminars on the school site, using buildings and equipment that will provide them with appropriate settings for the delivery of learning sources to a wide range of users, and for their own management in some cases. Formal education, informal learning and administrative support – on a shared basis – need to be accommodated in a flexible environment with excellent support staff, the key to its maintenance.

The 10 year school building plan is essential to the delivery of this project; not only in terms of conventional staff and student facilities, but through the creation of a resource centre for all to use, with Internet access, books, café and agencies such as Social Services and Connexions on site.

Cost: Funded as part of the 10-year rebuilding plan for Rednock School, estimated as £10 million plus.

Funders: GCC Capital programmes, Government schemes

Outcomes:

For families

- Improvements in child behaviour and social skills
- Greater parental involvement in children's learning
- More opportunities for local adult education and family learning
- Greater availability of specialist support for families

For communities

- Better access to essential services
- Improved local availability of sports, arts and other facilities
- Better supervision of children outside school hours
- Closer relationships with the school
- Local career development opportunities

For students and school

- Higher levels of achievement
- Increased student motivation and self esteem
- Specialist support to meet students' wider needs
- Additional facilities and equipment
- Enhanced partnership working with the community
- Easier access to essential services for staff

SOCIAL AND COMMUNITY PERSPECTIVES: YOUTH LEISURE

PROJECT TITLE: Relocation and Refurbishment of the Dursley Youth Centre (Ref: SC7)
SDC Ref: S7

Aim: To provide a replacement Youth Centre in Dursley

Timescale: 2005 ongoing

Potential Lead Partner: Dursley Youth Centre Management Committee/Dursley Town Council

Potential Partners: Vale Vision, GCC Youth Service and Properties

Actions/Opportunities

The current Youth Centre in Dursley is built on land that will be incorporated in the supermarket development. The opportunity will be sought to provide new facilities in the town centre for young people that will extend the range of activities and social facilities

Cost: approx £150,000

Funders: SDC, Dursley Town Council, Lottery

Outcomes

- A modern Youth Centre providing recreational, learning, counselling and social space that can be used for other groups eg play-groups, with offices for youth workers.

SOCIAL AND COMMUNITY PERSPECTIVES: THE COMMUNITY

PROJECT TITLE: Launching the Vale Vision Plan (Ref: SC8) SDC Refs: PPG12

Aim: To ensure that the community is fully aware of the Community Strategic Plan and will accept it as a document that influences the way ahead. Encouraging the community to work with Vale Vision in influencing its projects and ensuring that plans are realised

Timescale: May 2005

Potential Lead Partner: Vale Vision

Potential Partners: The Learning Partnership, GL11, Community groups

Actions/Opportunities

- i) to ensure that the community are aware of the Plan and its contents
- ii) to ensure that the community is able to share in its plan for the future
- iii) to encourage others to join Vale Vision to progress its projects
- iv) to provide the opportunity for the community to come together to celebrate its future

Cost: £500 estimated

Funders: Vale Vision, SWRDA

Outcomes

- The community will realise the contribution they have made
- They will appreciate what can be achieved in our projects
- They will have an understanding of regeneration and what it can mean to the area
- They will realise that they can influence the future

CULTURE, HERITAGE, SPORTS AND LEISURE

The Issues

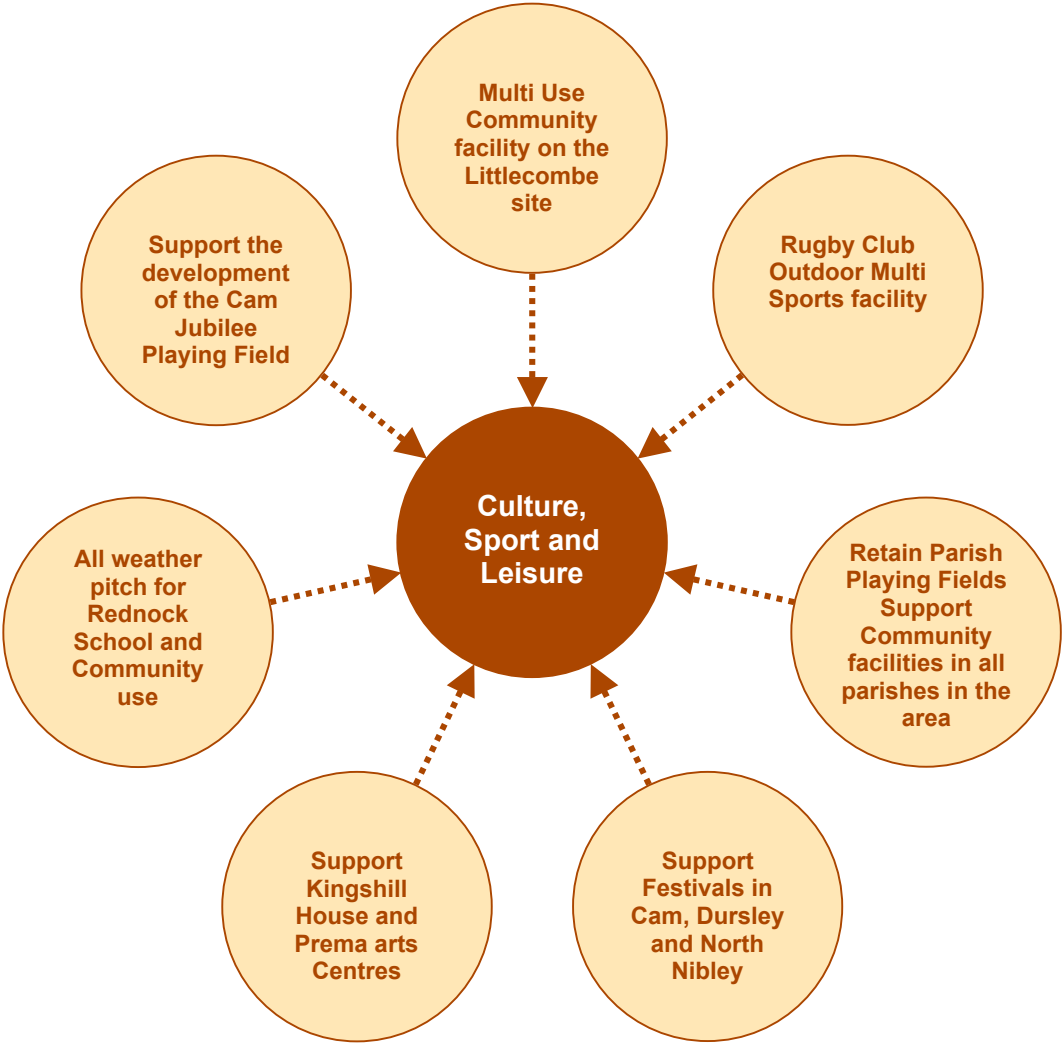
- There is concern that playing fields in rural areas could be threatened
- Sports facilities at Rednock are inadequate and there is no all weather pitch
- The arts and leisure facilities at Kingshill House, Prema, the Lister hall are important to local people but they are threatened by deteriorating buildings
- Arts is important to those in rural communities and performance in village halls is important to those who are socially isolated
- A lack of sporting and leisure facilities was identified in certain areas and at specific times such as during the day when the Rednock facilities are not available.
- A lack of facilities was identified by the Rugby club to support the large numbers of people across the age range using their facilities
- The community identified a need for a cinema
- A shortage of youth facilities was identified

Development Themes

- Safeguard playing fields and open spaces used for recreational purposes and encourage the development of the Jubilee playing field in Cam
- Work with Rednock school to improve existing sports facilities which can be used by the community during the evening
- Support the arts and leisure facilities and work with them to secure funding for repair or renovation projects
- Work with Gloucestershire Rural Community Council, SDC, County Council and the Arts Council to promote rural touring
- Analyse the shortfall in indoor sports and leisure activities and incorporate these in new centres in Dursley and Cam
- Support the Rugby club in the development of a new outdoor sports facility
- Incorporate projection facilities in the new multi-use centre in Dursley and organise evening transport to cinemas in Stroud
- Support the community café in Cam, the development of new youth facilities in Dursley and encourage Cam to support the youth work at the Congregational church

**CULTURE, HERITAGE, SPORTS AND LEISURE –
PROJECTS & AIMS**

There are major opportunities for the community to build on a strong tradition of active participation and support across this aspect of development. Some projects link directly to the encouragement of existing activity so that it can grow and cater for increasing demand. Some recognise that old facilities are in need of replacement and upgrading to meet new demands. The major projects are identified in the diagram below:



These projects will be described in more detail on pages 104 – 108

CULTURE, HERITAGE, SPORTS AND LEISURE – CULTURE, LEISURE, LEARNING AND SPORT

**PROJECT TITLE: Multi-use Community facility on the Littlecombe site
(Ref: CSL1) SDC Refs: MU3 H1, PPG12, PPG22**

Aim: To work with all parties in order to design and build a Multi-use Centre on the Littlecombe site that will encompass a range of community needs as identified in the Community Strategic Plan, as well as the needs of those moving into the area and offer a range of services across the age range.

Timescale: Current 2005/6

Potential Lead Partner: Vale Vision

Potential Partners: SWRDA, St Modwen, SDC,

Actions/Opportunities

- i) to check the Strategic Plan to identify areas of need
- ii) to visit existing community facilities to ensure existing services are not duplicated
- iii) to discuss the project with as many partners and potential funders as necessary
- iv) to draw up a list of all requirements and uses
- v) to negotiate with SDC community funding for the project
- vi) to negotiate with SWRDA and St Modwen the availability of land, location, size, design etc
- vii) to work with SWRDA/St Modwen, SDC with regard to planning
- viii) to identify possible sources of funding to match partner funding
- ix) to work with SWRDA/St Modwen with regard to timescales and contractors for building,
- x) to work with the Severn Wye Energy authority to ensure that the design and build of a building incorporates as many energy efficient features as possible

Cost: £1.5 to 2 million depending on commitment and requirement from partners together with land cost.

Funders: Partners have identified their contribution of approximately £1 million. SDC regeneration have highlighted this project for potential funding under the community buildings 'open for business' scheme bid which is due to be submitted to SWRDA summer 2005. Should this bid prove successful, this project fits within the overall aims of the scheme and funding should be secured. SDC regeneration will consider any application under the village halls and community buildings scheme in accordance with the aims and objectives as set out in the guidance notes. As the centre will incorporate arts and sporting facilities, bids will be submitted to arts/sports councils and other organisations as appropriate. It is hoped that the SWRDA can support with regard to the site

Outcomes

- A multi function centre which provides a wide range of activities for all ages
- A centre that delivers key needs as identified in the Strategic Plan
- A facility that delivers services to match the needs of current residents as well as the future residents of the large number of new homes that are being built in the area

CULTURE, HERITAGE, SPORTS AND LEISURE – SPORT AND LEISURE

PROJECT TITLE: **Cam Jubilee Playing Field Development
(Ref: CSL2)**

Aim: To develop the field to provide a range of outdoor facilities for healthy living for all ages

Timescale: Current 2005/6, ongoing

Potential Lead Partner: Cam Parish Council, Coaley and Slimbridge Parish Councils, JSk8 Group, Wessex Reserve Forces & Cadets Association, Stroud Valleys Project

Potential Partners: SDC, Vale Vision

Actions/Opportunities

- i) to develop a footpath area around the field as part of ensuring access for all
- ii) to light the area so that it can be used safely
- iii) to enhance skateboard facilities
- iv) to provide further play facilities for children of all ages and abilities
- v) to improve sporting facilities
- vi) to provide all-weather training facilities and a multi-use games area
- vii) to enhance, protect and maintain wildlife areas
- viii) to work with the Wessex Reserve Forces & Cadets Association to provide a Cadet Forces HQ facility, with joint use by the community
- ix) To provide adequate changing and ancillary facilities

Cost: To be finalised

Funders: Cam Parish Council, SDC, Foundation for Sports and the Arts, Wessex Reserve Forces and Cadets Association

Outcomes

- To provide a pleasant area for sport, leisure and recreation in the Cam area
- To maximise its potential for use for all ages and all abilities

CULTURE, HERITAGE, SPORTS AND LEISURE – SPORT AND LEISURE

PROJECT TITLE: Community Development Project for Dursley Rugby Football Club (Ref: CSL3)

Aim: To provide a multi-use sporting facility for the people of Cam and Dursley and the surrounding Vale area, through development of the existing rugby and cricket facilities at Stinchcombe.

Timescale: Current up to 2007

Lead Organisation: Dursley Rugby Football Club Ltd

Potential Partners: Vale Vision, Gloucestershire RFU, Gloucestershire County Council, Stroud District Council, Stinchcombe Parish Council.

Vale Vision: To endorse and support the project as being consistent with the Strategic Plan.

Gloucestershire RFU: To ensure the development is consistent with the strategic aims of the RFU to promote and develop sport in the community to encourage optimum involvement and enjoyment at every level.

Gloucestershire CC: To release for sale, the necessary land at a reasonable price

Stroud District Council: To support the project for its ability to enhance the leisure and sporting facilities in their district and identify sources of funding for the project

Stinchcombe PC: To support the project for its ability to provide facilities for the people of Stinchcombe and to reduce local traffic congestion associated with the use of the facility. To ensure the project takes into account the concerns of local residents

Actions for Vale Vision

- i) To continue to reflect the project as an integral component of the Strategic Plan
- ii) To receive regular reports on the progress with the project
- iii) To identify as appropriate further partners or funders that could make a contribution to the project
- iv) To create connections where appropriate between this and other projects in the Strategic Plan

Cost: £270,000 (estimate)

Funders: Dursley RFC Ltd and others to be identified

CULTURE, HERITAGE, SPORTS AND LEISURE – SPORT

PROJECT TITLE: All Weather Pitch for Rednock School and community use
(Ref: CSL4)

Aim: To provide an all weather pitch on the recreation ground for Rednock School and community use

Timescale: Current 2005/6

Potential Lead Partner: Rednock School

Potential Partners: SDC, Dursley Town Council

Actions/Opportunities

- i) to ensure the provision of an all weather pitch for school and community use
- ii) to discuss the best location in proximity to the School

The all-weather pitch will form part of the general re-building and refurbishing plan for the Rednock School site

Cost: approx £450,000

Funders: Depends on Town Supermarket development

Outcomes

- Provide the school with needed extra sports and training facilities
- Provide a training and playing area for local sports clubs who currently have to travel to all-weather pitches
- Provide a needed all-weather sport/exercise facility for primary schools and community use

CULTURE, SPORT AND LEISURE – CULTURE

PROJECT TITLE: Firestarter, A celebration for young people in craft projects for the carnival
(Ref: CSL5)

Aim: To work with schools, infant, junior and secondary to bring the community together in the creation of art and craft projects for a celebration of community for the festival week

Timescale: Summer 2005

Potential Lead Partner: GL11/Vale Vision

Potential Partners: Prema, Arts Council, Festival Committee, Infant/Junior Schools, Rednock

Actions/Opportunities

- i) to secure funding from the Arts Council for professionals sculptors and practitioners to run the free workshop sessions in the community and in schools
- ii) to work with the festival committee and the Healthy Living group in the sharing of ideas
- iii) to work with infant/junior schools in the creation of masks, lanterns and processional, carnival arts
- iv) to work with Rednock and Cam/Dursley youth services in the creation of a large-scale fire sculpture
- v) to work in partnership with GL11 champions in informing the community and in organisation on the festival day

Cost: In the region of £12,000

Funders: Vale Vision and the Arts Council and other Gloucestershire-based Grant making trusts

Outcomes

- The community will work together towards a celebration of community during difficult times of unemployment and change
- To “up the stakes” for Dursley Town Festival and to make the celebrations more accessible to younger people and families
- Children and young adults will increase their skills in their knowledge of 'the arts'
- To engender in all a positive approach to change and the benefits it may bring
- To allow families to work together on a creative project, regardless of their previous experience in arts. The project will be socially inclusive, and will cross many boundaries which can lead to disabling barriers in accessing quality, mainstream arts activities

TRANSPORT AND TRAFFIC

The Issues

Concern was expressed over growing traffic, particularly the heavy lorry traffic that is using the centre as a through route

Concerns were expressed over construction traffic and subsequent industrial and domestic traffic from the Littlecombe development

Car parking and traffic management in Dursley town centre

There are gaps in public transport systems, particularly in the evenings

Future viability of commercial bus services

Sustainability of subsidised transport systems

There is a need to address the growing traffic problems

There is insufficient parking in some areas, particularly Dursley

Pedestrian and cycle user safety, particularly on routes to schools

Concern has been expressed with regard to pedestrian and traffic access for Littlecombe and ensuring that systems are integrated to the town centre

The supermarket could cause further congestion

Concerns have been expressed over pedestrian safety in the town

The train service is inadequate at peak times and there is no bus connection to evening trains

There is no connection from trains to local attractions

Development Themes

To inform future thinking on transport in the Vale Vision area

To achieve safer and more effective traffic management

To secure improved and sustainable public transport services

Work with Gloucestershire County Council to Develop a transport strategy

Encourage parishes to identify their own needs and work with SDC to improve parking and traffic flow

Discuss traffic impact with The Littlecombe Liaison Group and GCC

Encourage a Public transport mindset to encourage people to get out of their cars

Press for the valley way pedestrian and cycle routes from Cam and Dursley to Uley

Encourage the development of safe cycling and walking routes around schools

Work with the developers to provide safe walkways and cycle routes

Work with SDC to ensure that the supermarket conform to the design statement and provide adequate parking facilities with good access to improve traffic flow

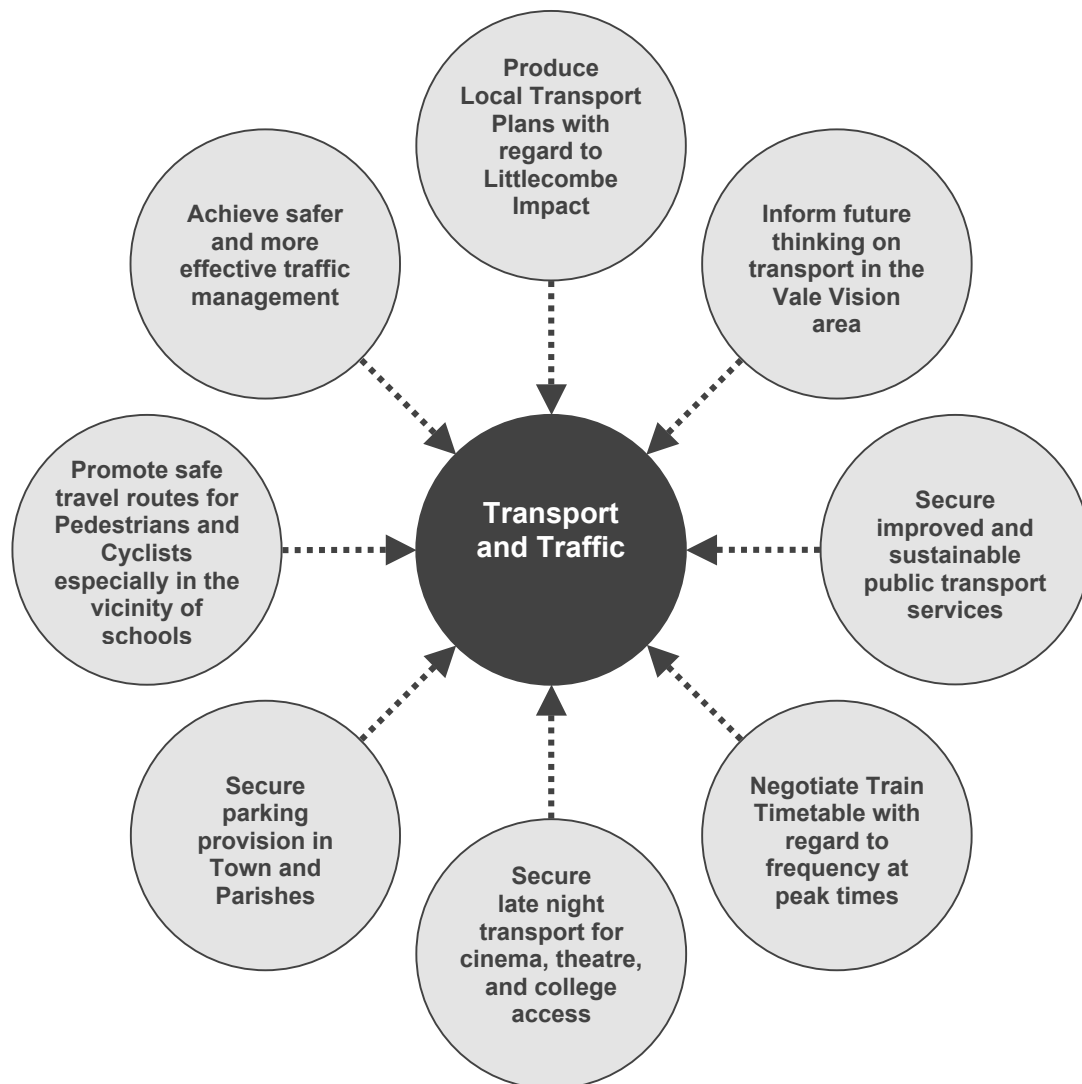
Ensure that the supermarket provide safe pedestrian access to the town

Improve the frequency of trains and work towards an integrated transport system

Negotiate a bus service to local attractions from the train station

TRANSPORT AND TRAFFIC PROJECTS – PROJECTS & AIMS

The majority of projects illustrated reflect the fact that transport and traffic is the key cross cutting issue that impacts on so many of the projects detailed in other sections. Many of the issues are of very high importance to local people and as such are being negotiated with developers and with local and County Councils. Vale Vision may have an ongoing role, in collaboration with the parishes and other parties in delivering several of these projects. Further detail is included below.



These projects will be described in more detail on pages 111 - 114

TRANSPORT AND TRAFFIC

PROJECT TITLE: Public transport forum for the Vale Vision area
(Ref: T1)
SDC Ref: T1, T2, T3, T4, T13, PPG13

Aim: To work with the providers of public transport to set out a transport strategy for the Vale Vision area, based on the Vale Vision health check and community consultation.

Timescale: Commence 2005

Potential Lead Partner: Vale Vision/GCC

Potential Partners: SDC, Town and Parish Councils, Commercial Bus companies, community and volunteer transport groups, CoJAC

Actions/Opportunities

As the proposed developments in Cam and Dursley progress there will be a need to plan ahead for the desired transport requirements from all sections of the community, and to promote alternative forms of transport to own-car use. This will necessitate an integrated approach over all forms of transport and close liaison with other plans at county, district and other local town level. The transport forum would

- i) build on Vale Vision work by monitoring current transport use and carrying out further surveys
- ii) be able to suggest unconventional or innovative transport solutions to community groups
- iii) engage transport providers, funders and planners with hard evidence for transport requirements and seek to influence the Local Transport Plan
- iv) join with other local towns to ensure a district wide consistent approach to transport, through, for example, the Stroud LSP.

Cost: For the Forum, £2000/yr.

Funders: Follow-on funds to the Countryside Agency, other agency transport grants, town/Parish Councils

Outcomes

- Acceptance by transport planners of the role of the transport forum
- Number of successfully implemented changes in transport suggested by or negotiated with the local forum
- Increased use of transport modes other than private cars
- Improved non-car transport outside working hours

TRANSPORT AND TRAFFIC

PROJECT TITLE: Achieve safer roads and more effective traffic management (Ref: T2)
SDC Refs: T1, T2, F3, T4, T13

Aim: To anticipate and improve potential traffic congestion areas, and improve safety for all road users

Timescale: Commence 2005

Potential Lead Partner: GCC

Potential Partners: SDC, Town and Parish Councils, Vale Vision, Sustrans, Schools

Actions/Opportunities

Proposals for improvements to local traffic management schemes are suggested by a variety of local groups including Parish/Town Councils, local organisations and residents. The County Council implements the schemes after extensive consultation with these groups, the District Council and the emergency services. This group could be separate or part of the proposed forum (see T1); but must be closely linked to provide information and data for the developing strategy.

Vale Vision sees no need to change these arrangements, but the work of the transport forum (Project T1) will necessarily need to consider traffic management over the whole area and this would inevitably give rise to future traffic scheme proposals.

Car parking in the shopping and services parts of the Vale Vision area is mostly in the control of Stroud District Council. Vale Vision will work with the district, county and local business organisations to secure an adequate and freely-available provision for car parking in these areas. Proposals for future car parking in settlement centres will be included in Vale Vision proposals for these areas.

To encourage more people to walk and cycle within the area Vale Vision can take a number of actions to increase awareness of available pedestrian and cycle routes; and propose improvements in their condition and safety, as well as needed additional routes.

- i) Through the Vale Vision liaison committee with GCC, SWRDA, St Modwen, Cam Parish and Dursley Town Councils comment on and propose pedestrian/cycle/vehicle routes on and in the vicinity of the Littlecombe site both during construction and for final plans
- ii) Endorse an analysis of the impact of the Littlecombe site, Dursley town centre supermarket and other major developments on traffic flow throughout the Vale Vision area

- iii) Use the results of (i) and (ii) in the strategy plan developed by the strategy forum
- iv) Build on current parish/county work on public footpaths to produce a Vale Vision area footpath map (link with tourism objectives)
- v) Produce a cycle route map for the Vale Vision area to show
 - Current safe routes in good condition, as judged by cyclists
 - Routes which need attention to bring them into this category
 - Necessary 'missing links'
 - The route of a cycleway from Slimbridge/Cam & Dursley station through Cam and Dursley to Uley
- vi) Encourage schools travel to school plans and use these in an integrated safe walking and cycling strategy
- vii) Use the experience of traffic calming schemes to propose successful features in villages and estates in the built-up areas

Cost: The costs involved for these actions would range from a few thousand pounds for the production of maps to several tens of thousands for implementation of traffic calming schemes. The latter would have to compete for County Council funds throughout the county and would be considered within the highways priority scheme.

Funders: GCC, SDC, Parish/Town Councils,

Outcomes

- Report on wide scale traffic analysis of the impact of local major developments
- A footpath map for the Vale Vision area
- A safe cycle-route map for the Vale Vision area
- Number of 'safe estate' traffic schemes implemented

TRANSPORT AND TRAFFIC

PROJECT TITLE: Improved public transport services in the Vale Vision area (T3) SDC Ref: PPG13

Aim: To form a local transport community transport group that will observe and analyse current transport arrangements and report on current concerns

Timescale: Commence 2005

Potential Lead Partner: Vale Vision

Potential Partners: Community groups, Town Parish Councils, CoJAC

Actions/Opportunities

Much of the action to ensure improved sustainable public transport in the future would be taken by the proposed forum for a strategy plan (Project T1). However there is a need to provide a recognised local transport users' group to deal with more immediate concerns and complaints on transport within the Vale Vision area. This group could be separate or part of the proposed forum; but must be closely linked to provide information and data for the developing strategy.

The Coaley Junction Action Committee (COJAC) acts already as an effective complaints/lobbying body for rail travel improvements for services from Cam & Dursley station, the bus links to the station and provision for passengers, including cyclists, at the station. It is proposed that Vale Vision endorses the work of COJAC, and discusses whether it could broaden its remit to form the proposed users' group or whether to form a separate group for road travel.

Cost: Share funding with the proposed Transport Forum (Project T1)

Funders: Follow-on funds to the Countryside Agency, other agency transport grants, town/Parish Councils

Outcomes:

- Number of complaints dealt with by the users' group/year
- Number of complaints successfully resolved by the group/year
- Number of tactical transport improvements e.g. modifications to existing public transport services successfully implemented.

QUICK WIN PROJECTS

Quick win funding was awarded to projects that matched the Vale Vision themes. It was awarded to projects that could be accomplished quickly or as pump priming to larger more long term projects. A budget of £10,000 was allocated and further matched funding has subsequently been awarded by Stroud District Council.

The £10,000 was fully allocated to the following projects between 2004 and 2005.

Quick Win funding allocated

ORGANISATION: Dursley festival organisers

DATE: July 2004

FUNDING REQUIRED: £1300

TOTAL COST: about £5000

POSSIBLE START DATE: Completed

PROJECT:

Transport to and from the festival to ensure inclusion for all from all parts of the Vale Vision area. Publicity of the event and the transport provision

ORGANISATION: Kingshill House limited

DATE: December 2004

FUNDING REQUIRED: £960 (ex-VAT)

TOTAL COST: £960

POSSIBLE START DATE: Completed

PROJECT:

The installation of secure Garage Doors to enable secure storage for community use

ORGANISATION: Woodfields Youth & Community centre

DATE: 30/11/04

FUNDING REQUIRED: £500-600

TOTAL COST: £500-600

AWARDED: £500

POSSIBLE START DATE: Asap

PROJECT:

Notice Board and signage for the Woodfields Community and Youth Centre

ORGANISATION: GL11 Community Project

DATE: 2/12/04

FUNDING REQUIRED: £875

TOTAL COST: £1500 (£625 secured)

AWARDED: £875

POSSIBLE START DATE: Mid-Jan 2005

PROJECT:

The refurbishment of the Training Creche home corner equipment at the GL11 Community Project

ORGANISATION: Coaley Community Action Group
DATE: 2/12/04
FUNDING REQUIRED: Maximum Permissible
TOTAL COST: £10,000 (£3750 applied for elsewhere)
AWARDED: £1000
POSSIBLE START DATE: March 2005 or earlier

PROJECT:

Recreation Field Equipment for 10-20 year olds, specifically a teen shelter and a games wall

ORGANISATION: Cam FM
DATE: 3/01/05
FUNDING REQUIRED: £1016
TOTAL COST: £1016
AWARDED: £700
POSSIBLE START DATE: March or October 2005

PROJECT:

New microphones and 2 Mini-disc players. Awarded funding for microphones and one Mini-disc player.

ORGANISATION: Syndicate of Prema Arts Centre, Dursley Town Festival Committee, GL11 Community Project and ACET
DATE: 2/01/05
FUNDING REQUIRED: £900 to 'pump prime' project
Money required as matched funding to bid for Funds from the Arts council and ACET
TOTAL COST: £15000
POSSIBLE START DATE: March 2005
AWARDED: £900

PROJECT:

Festival Youth Project to work with schools in production of lanterns and fire sculptors for the Dursley Festival

ORGANISATION: Vale Vision Multi-Use Centre Project Group
DATE: 10/01/05
FUNDING REQUIRED: £1000 'pump priming' bid
TOTAL COST: Not yet known as money is required to draw up a Business plan, commission outline sketches and cost the centre
POSSIBLE START DATE: 1 February 2005
AWARDED: £1000

PROJECT:

A Multi-Use Centre on the Littlecombe site encompassing community requirements from the Strategic Plan. Ref: CSL1

ORGANISATION: Dursley & District Community Association
DATE: 10/01/05
Screen
FUNDING REQUIRED: £653.95
TOTAL COST: £653.95
POSSIBLE START DATE: ASAP (Immediately)
AWARDED: £650

PROJECT:

Walker Room Project – Tables, Overhead Projector & screen to extend the business use of the room.

ORGANISATION: Dursley Festival Committee
DATE: 11/01/05
FUNDING REQUIRED: £900
TOTAL COST: Marquee – £790, awaiting quotes for stage & generator
POSSIBLE START DATE: 10 July 2005
AWARDED: £900

PROJECT:

A Marquee, stage and generator for cultural and social activity during the carnival week

ORGANISATION: Vale Vision
DATE: 21/01/05
FUNDING REQUIRED: £1000
TOTAL COST: £2000
POSSIBLE START DATE: February 2005
AWARDED: £1000

PROJECT:

Work with Stroud College, in the provision of a Construction Skills Centre for the Littlecombe site – report and promotion Ref: E1

ORGANISATION: Stroud Valleys Project
DATE: 21/01/05
FUNDING REQUIRED: £1500
TOTAL COST: £4225
POSSIBLE START DATE: April 2005
AWARDED: £1000

PROJECT:

Pump priming to work with Rednock school and other agencies in a River Cam Ecological Survey
Ref: EN5

ORGANISATION:	Stroud Valleys Project
DATE:	21/01/05
FUNDING REQUIRED:	£1462
TOTAL COST:	£2924
POSSIBLE START DATE	May 2005
AWARDED:	£1000

PROJECT:

Cam and Dursley Snicketways pedestrian routes survey. Research and produce a leaflet showing the location of the snicketways

Many of the groups applying for funding have not yet completed their projects but a condition of the funding was recognition of Vale Vision's contribution, together with promotional opportunities, during or when the projects are complete. This will afford Vale Vision the opportunity to promote its aims within the Vale Vision area.

Other Quick Win requests

Four organisations who requested funding were rejected. This was because they either did not match our themes, would benefit a narrow area of the community or that other sources of funding were available to them.

A total of £11785 was allocated and Vale Vision has received 46% matched funding from Stroud District Council. Requests for funding for Quick Win projects from four other groups will be now be considered.

7 *The Next Steps*

- 7.1 This chapter identifies the next steps in the MCTi process; outlines plans for ongoing consultation and organisational development, monitoring progress and dissemination of the Community Strategic Plan; and marketing and publicity.
- 7.2 The Plan and its projects exist for this moment in time. As time moves on, other issues and opportunities will arise that will need to be taken into account. The Plan will be considered to be a framework for development and decision-making. It should not be so rigid that it denies us the ability to seize an opportunity or to tackle a new issue.
- 7.3 Crucial in this will be ongoing work in the Vale Vision area which ensures that any changes and amendments to the Plan are in line with the needs and wishes of local residents.
- 7.4 It will also be important for us to engage with those who traditionally would not become involved in this type of activity. Young people, for example, have been involved to a certain extent in the consultation stages of making the Plan, but they should be much more involved, especially in thinking about their own community future.
- 7.5 The Plan will evolve as project actions are carried out and implemented and new areas for attention and action come forward. It will be a continuous process of planning, implementation and review.

How will we measure the success of the Plan?

- 7.6 Quarterly reviews of the overall progress of the Community Strategic Plan and the projects, programmes and service improvements within it will take place through the Steering Group with a view to identifying:
- Planned activity for the past quarter;
 - Actual activity for the past quarter;
 - Positive and negative issues for the past quarter;
 - Planned activity for the next quarter, including changes as a result of analysis of past quarter activity;
 - Any issues that need to be highlighted for discussion on planned activity in the short, medium or longer term.
- 7.7 We will want to be as clear as possible about the projects that have started, been completed, or failed and about the costs and funding of activities, and the benefits achieved. In the Steering Group meetings we will review this information and, in the light of any discrepancies, will take action to ensure that the programme remains in line with its Plan. In addition an annual review will take place with the production of an annual report highlighting the achievements of the Plan. All of this information will be readily available to the public in line with our Communications Strategy.

- 7.8 Much of our work will be innovative, and the lessons learned during implementation of the Plan would be of value to our local partners as well as other organisations elsewhere engaged in this type of work. For this reason, we will seek to share our findings with key audiences. We will highlight lessons learned and suggest models of good practice as a continuous process. Different audiences will require different types of communication. The table below provides examples of audiences we will try to engage and methods of communication.

Audience	Method of communication
The local community	Newsletter, local media, community event
Staff and Partnership members	As above and workshops/discussions
Partner agencies	As above and/or workshop/meeting, annual report
Funders and decision makers	As above and annual report
Specialist professionals/Gloucestershire Market Towns Forum and other MCTi towns in South West and nationally	Professional paper/academic journal, article in the professional press. Attendance and sharing at conferences

- 7.9 We are keen to engage with the local community and will have an annual community event for residents to highlight achievements and identify new and emerging issues for action.

How will the community know what's happening?

- 7.10 We want to market and publicise our activities. Audiences will be those as outlined in the table above. We will pursue a number of routes in marketing and promotion:

- The production of an initial poster/newsletter for the local community outlining the Community Strategic Plan
- The posting of the Community Strategic Plan on the South West MCTi site
- Newsletters for the community detailing progress in achieving the Community Strategic Plan
- An annual progress report
- An annual community event
- The use of local media including press, television and radio

- 7.11 There are key times when focused marketing and promotion will be important:

- The launch of the Community Strategic Plan
- When funding is secured for the Steering Group's operations or for specific projects
- The launch of new projects
- The annual community event

How will we manage the implementation of the Plan?

- 7.12 The Community Action Plan is now at the stage where it is possible to categorise the various projects into three groups:
- those that are or will be carried out by existing groups and which fit in well with the Community Action Plan
 - projects that could be undertaken by current groups but will need some initial encouragement through funding or other resources to provide a start
 - projects that are considered to be priority actions for the Plan but which do not have any current 'champion' group. Vale Vision itself will need to take the initiative for these projects.
- 7.13 As the Action Plan moves into the implementation process we need to consider the most appropriate organisational shape and structure of the organisation so that this process is successful. At the same time it will be necessary to keep the Plan and the projects under review to take account of changed circumstances and community feedback.
- 7.14 The future for community development in the Vale Vision area is particularly fluid in the period of the Action Plan: the development of the Littlecombe site and Dursley Town centre, the outcomes of the Testbed Learning Community, the future of the GL11 centre, and the rebuilding of Rednock School that will include more community use, are just four of the changes, both physical and social, that will shape the future of the area.
- 7.15 It is therefore vitally important that to make the best use of resources and people all these developments and others should be able to co-ordinate their endeavours to achieve the best possible outcome for the community. With this in mind Vale Vision is already discussing with the other groups how the various activities and projects can be managed in the future, with the intention of coming forward with proposals soon after the launch of the Action Plan.

Reference Sources

The following information sources were used in compiling the Health Check and the Community Strategic Plan. Many of these are on the internet and can be accessed for the information required.

MCTi Resource Book

Office of National Statistics 2001 Census

Stroud Employment Study November 2003 Stroud District Council

Key Sectors in the Gloucestershire Economy' 2002 Gloucestershire First

Stroud Valleys Employment Study White Young Green Planning

Rural Economic Strategy for Gloucestershire' 2003-2010. Gloucestershire First

Stroud Employment Study op cit - iv

GLMIU (The Economy of Gloucestershire, 2002):

Learning and Skills Council Gloucestershire – Annual Business Plan 2004-05

Stroud District Market Towns Study – Dursley Data Compendium – WS Atkins

Dursley Shopping Survey Stroud District Council

Report on the Leisure and Tourism Sector in Gloucestershire – 2003

Workforce Development Plan – Tourism Skills Network South West

2001 Census – op cit

Agricultural Strategy for Gloucestershire – Gloucestershire First

Vale Vision Youth Survey Working Group 2003

Stroud District Council Local Plan

Stroud District Council Housing Needs Survey 2004

Office for national Statistics 2001 Census

Housing Needs within Stroud District 2003

Dursley Shopping Centre Survey Stroud District Council, 2003

SDC Atkins Survey 2004

Gloucestershire County Council MAIDEN DATABASE

GLMIU unemployment figures January 2005

SDC Local Plan References

The following references are used to reference projects to the SDC proposals. Further details can be found on the SDC website www.stroud.gov.uk

Developments

Littlecombe site ref MU3 proposal H1,
Bymacks Housing Development , MU4, proposal H1
Housing Union Street - former infant school development, H2 and HG17
The Supermarket proposal S7

- S13 development of local community and related facilities within existing settlement boundaries
- H1 allocation of large scale sites for developments
- H2 contribution towards footpaths, cycleways linking to town Centre
- H9 integration and mix of affordable housing
- HG17 contribution towards open space on existing playing field
- PPG12 Regeneration Initiatives

Tourism

- E6 New buildings for farm based enterprise
- E7A Development proposals that expand the range of tourist facilities and increase the tourist attractions of the district. Specific mention of Cotswold Way, Woodchester Mansion and Wild Fowl and Wetlands Trust

Traffic, Transport, Parking

- T1 Proposal to minimise traffic impact and access to development affecting Town Centre, Cam end of Littlecombe development, Kingshill Lane. Access to transport modes walking, cycling, public transport with appropriate provision for disabled. Traffic calming, highway improvements, parking
- T2 Provision made for safe, convenient attractive access for pedestrians taking into account the needs of the disabled
- T3 Safe Cycle access
- T4 Cam & Dursley cycle route
- T13 Relief Road Land between Castle Street and Uley Road including the housing development
- PPG13 Good accessibility to employment particularly by public transport, cycling and walking

The Environment – manage and enhance biodiversity

- B2 Design of buildings
- B20 Control of Renewable Energy related developments
- N1 The Severn estuary international important site
- N1A Sites of Special scientific interest
- N2 Key wildlife sites -to recognise the geological and geomorphological implications of key wildlife sites
- N4 Retention of important natural features - hedges, trees, shrubs, vegetation on unimproved pastures
- N5 Water courses and water features
- N6 Protection of Cotswold AONB's
- N7 Protection of special landscape areas
- N8 Conserve the landscape character
- N10 Protection and enhancement of trees and woodlands
- PPG15 Preservation and enhancement of conservation areas
- PPG22 Renewable Energy Initiatives

Appendix

The appendices for this document are mainly in digital format on the CD attached. They comprise:

- 1) The Healthcheck
- 2) The Steering Group members
- 3) The Working Group members
- 4) Agenda and Minutes of the meetings of all groups
- 5) Records of Public meetings, surveys, etc
- 6) General Documentation
- 7) The Community Strategic Plan

For those who wish to print further copies of this Plan, a copy is stored in digital format on the CD.

The Healthcheck and Community Strategic Plan are stored in pdf format. All other documents are stored in Microsoft Word format.

Please contact Vale Vision if you have any problems accessing any of the files on the CD.



Contact Details

Chairperson: Geoff Wheeler

Tel: 01453 545583

e-mail: geoff.wheeler@gloucestershire.gov.uk

Project Development Coordinator:

Shirley Hill

Tel: 01453 549208

e-mail: shirley@act2.demon.co.uk

